



## Kazuyo Morita

Partner

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**Kazuyo Morita provides clients with a range of trademark-related services, helping her clients maximize and protect the value of their domestic and international trademark portfolios.**

In addition to trademark law, Kazuyo handles matters in the area of promotions and sweepstakes, copyright, and privacy.

In all practice areas, Kazuyo provides creative legal advice by applying her background in educational neuroscience, synthesizing complex information into a more visual and understandable format. Being able to identify simpler communications and developing sound strategies allows Kazuyo to maximize her client's brand assets. She regularly provides counsel to clients in the consumer products, food and beverage, fashion and luxury goods, jewelry, scientific instruments, resort and entertainment, and pharmaceuticals industries.

Prior to joining Holland & Hart, Kazuyo was an educational neuroscience researcher with an emphasis on emotions and their effects on decision-making.

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling

### SPEAKING ENGAGEMENTS

"What US Practitioners Need to Know About International Trademark Work," *16th Annual Rocky Mountain Intellectual Property & Technology Institute*, June 2018

"U.S. Trade Dress Strategies for the Apparel and Fashion Industry," (*delivered in Japanese and English*), Boulder, CO, April 2016

### RECOGNITION

- Best Lawyers: Ones To Watch, Intellectual Property Law, 2021

### PROFESSIONAL AND CIVIC AFFILIATIONS

- University of Colorado Law School, Adjunct Faculty
- Colorado Bar Association, Member

### PRACTICES

Intellectual Property  
Trademarks and Foreign Portfolio Management

### EDUCATION

University of Colorado School of Law,  
J.D., 2011  
*Journal on Telecommunications & High  
Technology Law*, Sources Editor/Student  
Note Editor

Harvard University Graduate School of  
Education, M.Ed., 2008  
Mind, Brain & Education

University of California - Berkeley, B.A.,  
2007  
Sociology

### BAR ADMISSIONS

Colorado

- Boulder County Bar Association, Member
- Asian Pacific American Bar Association, Member
- University of Colorado Diversity Task Force, Member
- Center for Legal Inclusiveness, Dream Team Member
- Rocky Mountain Harvard University Club, Alumni Member
- University of California Berkeley, Alumni Member
- Boulder Homeless Shelter, Volunteer
- Habitat for Humanity, Volunteer