



## Lian Ernette

Associate

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**Lian focuses her practice on trademark prosecution and enforcement for global brands within the food and beverage, retail, and technology industries.**

Lian counsels clients on trademark selection and clearance, and on strategies for securing, maintaining, and enforcing their trademark portfolios. She has constructed and executed comprehensive global trademark strategies, including representing clients in enforcement matters around the world, before the TTAB and in federal district courts. Lian also assists clients on building, maintaining, and protecting client brands, copyrights, and leveraging their IP assets effectively.

Before joining Holland & Hart, Lian worked for a boutique IP law firm in Chicago, Illinois and served as a judicial extern for Judge Sharon J. Coleman in the U.S. District Court for the Northern District of Illinois.

Admitted to practice in Illinois; Practice in Colorado temporarily authorized pending admission under C.R.C.P.205.6.

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark and Copyright Enforcement Strategies
- Federal Trademark and Copyright Litigation
- Domain Name Disputes and TTAB Disputes

### PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA), Member
- Minority Corporate Counsel Association, Member
- Esports Bar Association

### PRACTICES

Intellectual Property  
Trademarks and Foreign Portfolio  
Management

### EDUCATION

The John Marshall Law School, J.D.,  
2016

University of Notre Dame, B.A., 2013

### BAR ADMISSIONS

Practice in Colorado temporarily  
authorized pending admission under  
C.R.C.P. 205.6.  
Illinois