



## Lauren Concepcion

Associate

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**Lauren counsels clients on the protection and enforcement of trademark rights across the globe.**

Lauren advises consumer product, food and beverage, and outdoor recreation companies on trademark selection and clearance, and provides strategies for securing, maintaining, and enforcing their trademark portfolios, both domestically and around the globe. She also assists clients on building, maintaining, and protecting brands and copyrights, and leveraging their intellectual property assets to the highest advantage.

Prior to joining Holland & Hart, Lauren worked for a boutique law firm in Boulder, Colorado.

### PRACTICES

Intellectual Property  
Trademarks and Foreign Portfolio  
Management

### EDUCATION

University of Colorado Law School, J.D.,  
2016

Dean's Fellow

Associate Editor, Colorado Law Review

University of Florida, B.S., 2011

### BAR ADMISSIONS

Colorado

### EXPERIENCE

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