



Jolly Northrop

Of Counsel

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Jolly provides strategic trademark and brand management counsel to help clients protect and optimize their intellectual property assets.

PRACTICES

Intellectual Property
 Trademarks and Foreign Portfolio Management
 Copyrights

INDUSTRIES

Food, Beverage, and Consumer Products

EDUCATION

University of Michigan Law School, J.D.
 Wheaton College, B.A.

BAR ADMISSIONS

New York
 Colorado

Jolly has focused on trademark and intellectual property law for 20 years and leverages years of experience at L'Oréal managing one of the largest trademark portfolios in the consumer products industry to deliver business-savvy counsel. She assists clients with the full spectrum of trademark management services, including trademark selection, clearance and branding, prosecution, registration, and enforcement.

Jolly also helps clients navigate intricate trademark and copyright licensing agreements and assists in addressing intellectual property concerns and due diligence matters in commercial and corporate transactions. Her clients include companies from the consumer, beauty, luxury goods, food and beverage, computer software, social media, publishing, and art and entertainment industries.

Clients appreciate her ability to distill complex legal and brand management issues into clear, pragmatic solutions. She is a valued partner helping clients develop and execute strategies to build brands for market growth.

Jolly is a 2021 Leadership Council on Legal Diversity Fellow.

Before joining Holland & Hart, Jolly practiced at an AmLaw 200 firm and served as Trademark Counsel at L'Oréal USA.

EXPERIENCE

- Strategic Trademark and Copyright Portfolio Management
- Trademark and Copyright Enforcement Strategies
- IP Due Diligence and Acquisition Counseling
- Intellectual Property Licenses

RECOGNITION

- *The National Black Lawyers* Top 100 – Colorado, 2020-2021

PROFESSIONAL AND CIVIC AFFILIATIONS

- Fellow, Leadership Council on Legal Diversity, 2021
- Member, Colorado Women's Bar Association, Diversity, Equity, and Inclusion Committee

- Member, International Trademark Association
- Member, Intellectual Property Owner's Association (IPO), U.S. Trademark Law Committee, 2020-2021
- Member, Intellectual Property Section, Colorado Bar Association
- Member, Boulder County Bar Association
- Mentor, BreakThrough (formerly Defy Ventures Colorado), 2018-Present
- Member, WorkInProgress, Board of Diversity, Equity, and Inclusion