Holland & Hart



PRACTICES

Intellectual Property
Global Trademark Brand Management
Sponsorships and Promotion
Transactions

EDUCATION

University of New Hampshire School of Law, J.D., 1996

Creighton University, B.S., 1993 Pharmacy

BAR ADMISSIONS

Colorado
U.S. Patent and Trademark Office

Larry Tronco

Partner

1800 Broadway, Suite 300, Boulder, CO 80302

P 303.473.2873

lhtronco@hollandhart.com

Larry helps to protect and police the intellectual property of some of the world's most famous brands, through representing his clients on the acquisition, maintenance, and enforcement of trademark rights on a domestic and global basis.

He assists with search and clearance, prosecution of trademark applications, licensing, due diligence, and client counseling. His enforcement work covers trademark, unfair competition, anti-counterfeiting, dilution, trade dress, and copyright infringement, as well as international trademark litigation and opposition proceedings. Larry also handles domain name management issues, including registration, litigation, and dispute resolution.

His practice extends to coordinating with Customs and Border Protection in the U.S. to help clients protect against counterfeiting.

EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Trademark Licensing and Transactions
- Domain Name Management
- US Customs and Border Protection, recording IP, training, and coordinating enforcement activities

CLIENT RESULTS

Representative Matters

Represents a Fortune 500 **technology** company in connection with all aspects of its domestic and international trademark management.

Represents a Fortune 500 **materials science** company in connection with trademark prosecution and enforcement matters in the United States.

Represents a Fortune 500 **pharmaceutical** company in connection with global trademark clearance matters.

Represents a Fortune 500 **hardware and software** company in connection with global enforcement for one of the world's most well-known brands.

Represents a Fortune 500 **energy** company with all aspects of its trademark management in the United States.

Represents a well-known **European luxury goods** company in anti-counterfeiting, gray market goods, and related enforcement activities within the United States.

Represents a well-known multi-national which **manufactures and services escalators, moving walkways and elevators** with all aspects of its trademark management in the United States.

Represents one of the largest **organic and fresh produce** companies in the world with all aspects of its domestic and international trademark management.

Represents a **multi-billion dollar food company** in connection with all aspects of its domestic and international trademark management.

Represents a well-known **international restaurant** chain with all aspects of its domestic and international trademark management.

Represents a fast-growing, well-known **apparel and footwear** company in connection with all aspects of its domestic and international trademark management.

Represents a well-known **video conferencing and technology** company in connection with global trademark clearance matters.

RECOGNITION

- Listed in *Euromoney's Guide to the World's Leading Experts in Trademark Law*
- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals,* Colorado, Bronze Band 2016, 2017; Silver Band 2018, 2019; Gold Band 2020-2025
- *World Trademark Review (WTR) Global Leaders,* 2020-2026
- *5280 Magazine* Top Lawyers, Intellectual Property: Trademark, 2022

"Larry Tronco stands out for consistently providing clear and concise legal advice as well as devising seemingly simple solutions to complex issues, especially on trademark enforcement matters. He is extremely supportive and ensures his clients' needs are well taken care of and issues are addressed early. Larry is appreciated for his initiative and providing options on trademark strategy to ensure that it aligns with the overall business objectives." (WTR 1000-2024)

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Association for the Protection of Intellectual Property (AIPPI-US), Secretary, 2008-2010
- ABA Committee 302, International Copyright Treaties and Laws,

Chairman, 2003-2005

- ABA Committee 303, International Trademark Treaties and Laws, Chairman, 2006-2008
- AIPPI-US, Annual Meeting Chair, 2006, 2007
- AIPPI-US, Young Lawyers Committee, Chairman, 2008
- American Bar Association, Member
- Colorado Bar Association, Member
- New York State Bar Association, Member (Inactive)
- New Jersey State Bar Association, Member (Inactive)
- International Trademark Association, Member
- Institute of Trade Mark Attorneys in the United Kingdom, Overseas Member
- New Hampshire Board of Pharmacy, Member (inactive)