



## Matthew Horlacher

Partner

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**Matt counsels clients on intellectual property matters, focusing on domestic and international strategic trademark portfolio management, and the selection, clearance, use, prosecution, and enforcement of trademarks.**

Matt's experience with trade dress, copyright, licensing, domain name, and Internet-related issues allows him to help clients identify strengths and weaknesses in their intellectual property portfolios, and to assist with related transactions. He drafts and reviews intellectual property-related agreements and assists in intellectual property audits.

### PRACTICES

Global Trademark Brand Management  
Intellectual Property

### EDUCATION

Jacob Gould Schurman Fellowship,  
University of Heidelberg, Germany, 1994-  
1995

Cornell Law School, J.D., 1994  
Editor-in-Chief, *Cornell International Law  
Journal*

Brigham Young University, B.A., 1991  
*cum laude*

### BAR ADMISSIONS

Colorado  
Utah

### RECOGNITION

- *The Best Lawyers in America*® Copyright Law, 2024- 2026;  
Trademark Law, 2026
- *World Trademark Review (WTR) 1000 - The World's Leading  
Trademark Professionals*, Utah, Recommended, 2023-2025
- *Utah Business Magazine*, Utah Legal Elite, Intellectual Property,  
2007-2021

### PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA)  
Public Information Committee
- American Bar Association, Intellectual Property Section
- Utah Bar Association, Intellectual Property Section, Cyberlaw  
Section