Holland & Hart



PRACTICES

Intellectual Property
Emerging Companies
Sponsorships and Promotion Transactions
IP and Technology Transactions

INDUSTRIES

Pet Care
Renewable Energy and Storage

EDUCATION

University of Colorado Law School, J.D., 1997

Colorado College, B.A., 1994
summa cum laude

BAR ADMISSIONS

Colorado

Matthew (Matt) Abell

Partner

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Matt guides his clients in developing and implementing intellectual property protection and commercialization strategies for building brand and product/service value.

His clients include Fortune 500 and emerging growth companies and brands across the information technology, communications, media, food and beverage, medical air transportation, and healthcare industries.

Matt focuses on the legal matters surrounding sponsorship, marketing and promotions, proprietary rights licensing, technology transfer, and multi-media rights monetization. His aim is to provide legal counsel that is synergistic with his clients' business objectives.

EXPERIENCE

Sponsorship and Promotions

Matt has vast experience drafting and negotiating sponsorship and marketing transactions, including deals involving:

- Major professional sporting leagues, such as the NFL, MLB, NBA, NHL, NASCAR, PGA, and MLS
- NCAA universities and colleges with nationally recognized athletic programs
- World-renowned sports venues
- A-list celebrities and artists

Matt has advised clients on transactions involving Madison Square Garden, LA Dodgers, New York Knicks, New York Rangers, Kansas City Chiefs, Green Bay Packers, LA Galaxy, Cleveland Indians, Milwaukee Bucks, Jimmie Johnson, Jeff Gordon, Ian Poulter, Union of European Football Associations (UEFA), Fédération Internationale de Football Association (FIFA), Ultimate Fighting Championship (UFC), will.i.am, The Roots, Gorillaz, Guns N' Roses, Alabama Shakes, and high-profile NCAA athletic programs such as Duke University, University of Kentucky, and Syracuse University.

Programming and Broadcast Rights

- Matt assists clients in transactions securing video and online digital programming and broadcast rights, partnering with content providers such as the NFL, MLB, MLS, ESPN, and the NCAA

Technology Transfer and Multi-Media Licensing

- Matt focuses on the transfer and licensing of a variety of technologies and intangible assets. His experience includes drafting and negotiating multi-media and traditional licensing agreements as well as patent and know-how licenses and transfers. His technology transfer practice includes work in the cable, life sciences, software, consumer electronics, household products, and e-commerce industries.

PUBLICATIONS

"Interactive CD -Multi-State Guide to Telecommunications Resources - West Region," *Interactive CD-Rom published by Commerce Clearing House*, Assistant Draft Editor-in-Chief, 01/01/2006

"Copyright Law in the Information Age: The Digital Dilemma,," *Presentation to American Corporate Counsel Association*, 01/01/2000

"Copyright Protection in the Digital Age," *CLE Colorado*, 01/01/2000

SPEAKING ENGAGEMENTS

"Licensing and Technology Transfer Basics," *Los Alamos National Labs, Featured Speaker, Los Alamos, New Mexico*, 09/25/2006

"Licensing 101," *speaker, Tech Transfer Tuesday, Speaker, Salt Lake City, Utah*, 03/25/2006

"Understanding Intellectual Property: Identifying and Enforcing Your IP Under the SBIR Program," *Featured speaker, CITTI SBIR/STTR Phase 1 Proposal Preparation Workshop,*, Colorado Springs, CO, 11/06/2003

"Understanding Intellectual Property - Identifying and Enforcing Your IP," *Featured speaker, Western Colorado Venture Forum*, Grand Junction, CO, 10/15/2003

"Licensing and Technology Transfer Basics," *Featured speaker, Los Alamos National Labs*, Los Alamos, NM, 09/25/2003

"Public Records Laws and Liability Under the Copyright Act," *Speaker, Colorado County Attorneys Association Summer Conference*, 06/15/2001

RECOGNITION

- *The Best Lawyers in America*®, Lawyer of the Year, Trademark Law - Denver, 2027
- *The Best Lawyers in America*®, Lawyer of the Year, Copyright Law - Denver, 2026
- *The Best Lawyers in America*®, Copyright Law, 2013-2027; Trademark Law, 2013-2027
- Colorado Super Lawyers®, Intellectual Property, 2018-2019

- Colorado Super Lawyers® Rising Stars, Intellectual Property, 2011

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association, Member
- American Bar Association, Trademark and Copyright Section, Member
- Colorado Bar Association, Trademark and Copyright Section, Member