



## Madelon Lapidus

Of Counsel

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**Madelon supports brands navigating trademark prosecution and enforcement issues in the United States and worldwide, with a special focus on swift and effective takedown of online infringement across an eclectic variety of platforms.**

### PRACTICES

Global Trademark Brand Management  
Intellectual Property

### EDUCATION

Benjamin N. Cardozo School of Law,  
J.D., 2013  
Cardozo Journal of Public Law, Policy  
and Ethics

University of California San Diego,  
Jacobs School of Engineering, B.S.,  
2009  
Revelle College Honors Program  
National Merit Scholar  
Pi Beta Phi

### BAR ADMISSIONS

Colorado  
New York

Madelon's practice encompasses all facets of trademark acquisition and enforcement, including initial selection and due diligence, prosecution and registration, and scope of coverage counseling on a global basis.

Madelon's creative strategies for addressing the ever-evolving world of online infringement have resulted in recurrent successes for clients in industries including food and beverage, jewelry and apparel, construction and agriculture, medical devices and healthcare services, computer technology, and consumable goods. Madelon's work in this arena is underscored by a deep understanding of web design and cybercrime, including phishing, cybersquatting, and other forms of online consumer deception.

Madelon is well-versed in the varied prosecution and enforcement rules of jurisdictions worldwide and maintains a close network of esteemed foreign counsel to assist with matters outside the United States. She brings considerable experience and expertise to clients looking to pilot domestic brands toward today's global market and has been instrumental for many foreign brands considering extension to the United States.

Before joining Holland & Hart, Madelon practiced in the New York office of Stroock & Stroock & Lavan LLP.

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Domain Name Disputes and Online Enforcement
- TTAB Disputes

### PUBLICATIONS

"What to Do when "Everything Sucks" ," *Boulder County Bar Association Newsletter*, Co-Author, 02/04/2021

### RECOGNITION

- *Best Lawyers: Ones to Watch in America™*, Intellectual Property Law, 2021-2023

#### **PROFESSIONAL AND CIVIC AFFILIATIONS**

- Colorado Bar Association, Member
- Second Wind Fund, Board Member, 2020-Present
- Volunteer Lawyers for the Arts, Associate Board, 2014-2016