



Jolly Northrop

Partner

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

Jolly has focused on trademark and intellectual property law for 25+ 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, aviation, 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.

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 Search and Clearance
- Trademark and Copyright Enforcement Strategies
- TTAB Disputes
- IP Due Diligence and Acquisition Counseling
- Intellectual Property Licenses

SPEAKING ENGAGEMENTS

"Women in IP," *University of Denver Sturm College of Law, Intellectual Property Law Society, Panelist, September 23, 2025*

"Shielding Your Beauty Empire: Advanced Strategies for IP Protections and Anti-Counterfeiting," Co-Presenter, *ACI American Conference Institute Legal, Regulatory, and Compliance Forum on Cosmetics & Personal Care*

PRACTICES

Intellectual Property
Global Trademark Brand Management

INDUSTRIES

Food, Beverage, and Consumer Products

EDUCATION

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

BAR ADMISSIONS

New York
Colorado

Products, Santa Monica, CA, September 26, 2024

"Trademark Modernization Act, Two Years On," *Rocky Mountain Intellectual Property & Technology Law Institute, Speaker*, June 1, 2023

"Being Black & Brown - In The Red, White, and Blue," *University of Colorado Law School BLSA and Silicon Flatirons Student Group, Panelist*, February 22, 2022

RECOGNITION

- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2024, 2025
- *The National Black Lawyers Top 100* – Colorado, 2020-2023

"Jolly is a seasoned trademark professional who has a lot of experience in trademark prosecution and clearance, as well as transactional work. She listens to clients and draws on her in-house experience to work with them to find sensible business solutions to legal problems, as well as devising the best way to achieve their overall goals. Jolly is so upbeat, pleasant and easy to work with." [WTR 1000 – 2024]

"Jolly Northrop is recommended by a multinational cosmetics company as a "very capable attorney who has good judgement and understands the business aspects of legal issues." She is praised for her friendly nature that pairs perfectly with her business-savvy advice, executing pragmatic strategies for clients to build brands in the consumer products markets." [WTR 1000 - 2025]

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association, Member, Commercialization of Brands Committee, Committee Member (2026-2027)
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- Intellectual Property Owner's Association (IPO), U.S. Trademark Law Committee, Member, 2020-2021
- Intellectual Property Section, Colorado Bar Association, Member
- Leadership Council on Legal Diversity (LCLD), Executive Council, Denver City Lead, 2022-2025; Fellow, 2021; Law Student Mentor
- Colorado Women's Bar Association, Inclusive Education and Training Committee, Member
- BreakThrough (formerly Defy Ventures Colorado), Mentor, 2018-Present