



Craig Beaker

Partner

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Craig delivers pragmatic counsel to local and international brand owners on the strategic use and protection of intellectual property assets.

Craig serves as the firmwide chair of Holland & Hart's Global Trademark Brand Management group and co-leader of the Outdoor Recreation industry group. From start-ups and established brands in the outdoor recreation, entertainment, consumer products, and technology industries, Craig counsels clients on a range of brand selection, clearance, protection, and enforcement issues. He has been described by clients as a "thoughtful, calm, clear-headed, incredibly organized, diligent, respectful, humble, and proactive lawyer."

Focusing on clients' holistic business priorities, he develops and implements global trademark procurement and enforcement strategies. Craig also represents clients before the Trademark Trial and Appeal Board in trademark opposition and cancellation proceedings.

In addition, he guides clients through business risk management decisions involving cybersquatting and malicious domain registrations, copyright, marketing and advertising, licensing, and rights of publicity.

Before joining Holland & Hart, he was a partner in the Denver office of an Am Law 50 firm.

PRACTICES

Global Trademark Brand Management
Intellectual Property

INDUSTRIES

Food, Beverage, and Consumer
Products
Outdoor Recreation
Technology

EDUCATION

Loyola University Chicago School of Law,
J.D.

cum laude

Loyola Law Journal, Executive Editorial
Board, Conference Editor

Miami University, B.A.

cum laude

BAR ADMISSIONS

Colorado

EXPERIENCE

- Strategic Trademark and Copyright Portfolio Management
- Trademark and Copyright Enforcement Programs
- Trademark Trial and Appeal Board Proceedings
- Trademark and Copyright Litigation
- Copyright Counseling and Prosecution
- Domain Name Policing and Management Strategies
- Licensing

RECOGNITION

- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2022-2023
- *Illinois Rising Star*, IP Law, 2016-2017

"I really value his partnership and am so grateful for what he does on

behalf of my company; he has helped us come up with a new framework to navigate complex enforcement issues in a somewhat crowded field. His approach is always diplomatic and he ensures our interests are protected while avoiding negative publicity." (WTR 1000 – 2022)