



Alexander J.A. Garcia

Partner

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Fortune 100 through emerging high-growth companies rely on Alex for strategic consulting to procure, protect, and optimize their brands.

As a versatile, trusted advisor, Alex counsels domestic and international clients on a broad spectrum of trademark portfolio management issues, including clearance, prosecution, enforcement, and litigation. He also helps clients navigate difficult copyright, internet, and advertising issues.

He works with founders and leaders of emerging companies to select and chart a course for strategic brand development. Alex also guides well-established national and international brands to enhance protection and enforcement with innovative solutions to combat infringement and counterfeiting.

An effective advocate, Alex represents clients in enforcement proceedings before the Trademark Trial and Appeal Board and in trademark and copyright litigation and appeals throughout the United States.

Alex rejoins Holland & Hart after practicing at the Denver and Seattle offices of an Am Law 50 firm where he most recently led the Colorado Trademark, Copyright, Internet, and Advertising practice since 2014.

PRACTICES

Global Trademark Brand Management
Intellectual Property

INDUSTRIES

Technology
Outdoor Recreation

EDUCATION

University of Denver Sturm College of Law, J.D.
Transportation Law Journal, Executive Editor

University of Colorado, B.S.B.A.

BAR ADMISSIONS

California
Colorado

COURT ADMISSIONS

U.S. Court of Appeals for the Ninth Circuit
U.S. District Court for the Southern District of California
U.S. District Court for the Central District of California
U.S. District Court for the District of Colorado
U.S. District Court for the Northern District of California

EXPERIENCE

- Strategic Trademark and Copyright Portfolio Management
- Trademark and Copyright Enforcement Programs
- Trademark Trial and Appeal Board Proceedings
- Trademark and Copyright Litigation
- Domain Name Policing and Management Strategies
- Intellectual Property Licensing
- IP Due Diligence and Acquisition Counseling

RECOGNITION

- *The Best Lawyers in America*®, Litigation - Intellectual Property, 2023
- *World Trademark Review 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2019, Silver Band, 2020-2023
- *5280 Magazine* Top Lawyers, Intellectual Property: Trademark,

2019, 2021-2023

“Alex is fantastic—one of the best trademark attorneys you can find. He is proactive, thoughtful, and a zealous advocate for his clients’ interests and highly effective at executing worldwide trademark strategies cost effectively to budget.” (WTR 1000-2020)

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA) Leadership Committees:
 - Law Firm Committee, Communications Subcommittee, 2020-Present
 - ICANN Compliance and Accountability Subcommittee, 2018-2020
 - Internet Committee, Domain Metrics Subcommittee, 2016-2018
 - The Trademark Reporter® Committee, 2012-2016
- Colorado Dragon Boat (Colorado Dragon Boat Festival), Board of Directors, 2019-2021