



## Sabrina Danielson

Of Counsel

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**Sabrina counsels clients, from local brand owners to multinational corporations, on domestic and foreign trademark portfolio development and strategic intellectual property management.**

Sabrina works closely with brands in the outdoor recreation, food and beverage, and technology industries to develop comprehensive worldwide trademark and copyright prosecution and enforcement strategies that align with clients' business interests. She assists clients on a variety of intellectual property issues, including brand selection, trademark clearance searches, preparing and filing trademark and copyright applications, and responses to office actions.

Sabrina also focuses on trademark, copyright, and domain name portfolio review and assessment to help clients sell and acquire intellectual property portfolios. She advises clients on best practices to improve portfolio value and enforceability.

Additionally, Sabrina helps household name clients develop and implement efficient and effective enforcement strategies to combat infringers in the United States and worldwide.

Before joining Holland & Hart, Sabrina practiced at an Am Law 50 firm.

### PRACTICES

Intellectual Property  
Global Trademark Brand Management  
Intellectual Property Litigation

### INDUSTRIES

Food, Beverage, and Consumer  
Products  
Outdoor Recreation  
Technology

### EDUCATION

University of Iowa College of Law, J.D.,  
2014  
Trial Advocacy Board, Assistant Director  
The University of Northern Iowa, B.A.,  
2010  
Mu Kappa Tau

### BAR ADMISSIONS

Colorado  
Missouri

### EXPERIENCE

- Trademark Enforcement Strategies
  - Cease and Desist Letters
  - Abuse and Infringement Reports to Domain Name registrars, website content hosts, and ISPs
  - Infringement Claims before the TTAB
- Federal Trademark and Copyright Litigation
- Domestic and International Trademark Portfolio Management
- Domain Name Management
- Strategic Trademark Portfolio Management
- Federal Court and TTAB Disputes
- Domain Name Disputes