



Jeffrey Larson

Of Counsel

1800 Broadway, Suite 300, Boulder, CO 80302

P 303-473-2729

jdlarson@hollandhart.com

Jeff focuses his practice on domestic and international trademark clearance, prosecution, management, and enforcement matters.

Jeff combines an understanding of in-house counsel and client needs with a deep knowledge of global portfolio management from experience as inside and outside counsel. Jeff served as Brand Counsel for one of Forbes' "World's Most Valuable Brands," where he was responsible for several global trademark portfolios and instructing and supervising both US and international trademark counsel and years in private practice. Jeff has significant experience in international filing systems such as the Madrid Protocol, trademark licensing, domain name enforcement, takedown procedure, watch service review, copyright, and advertising review and contest rules.

Before rejoining Holland & Hart, Jeff practiced in the Denver office of an AmLaw 100 firm in Denver, where he was responsible for several global trademark portfolios, and instructing and supervising both US and international trademark counsel.

PRACTICES

Global Trademark Brand Management
Intellectual Property

INDUSTRIES

Fitness and Outdoor Recreation

EDUCATION

University of New Hampshire School of
Law, J.D., 2013
cum laude

Washington State University, B.A., 2009

BAR ADMISSIONS

Colorado

EXPERIENCE

- Strategic Trademark Portfolio Management
- Domestic and International Clearance and Prosecution
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Domain Name Management, Enforcement, Takedown Procedures

RECOGNITION

- *Best Lawyers: Ones to Watch® in America*, Intellectual Property Law, 2023-2025