



## Larry Tronco

Partner

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**Larry helps to protect and police the intellectual property of some of the world's most famous brands, through representing his clients on the acquisition, maintenance, and enforcement of trademark rights on a domestic and global basis.**

### PRACTICES

Advertising, Marketing, and Sponsorships  
Intellectual Property  
Trademarks and Foreign Portfolio Management  
Copyrights  
Advertising, Labeling, and Consumer Class Actions

### EDUCATION

University of New Hampshire School of Law, J.D., 1996  
Creighton University, B.S., 1993  
Pharmacy

### BAR ADMISSIONS

Colorado  
New York  
U.S. Patent and Trademark Office

He assists with search and clearance, prosecution of trademark applications, licensing, due diligence, and client counseling. His enforcement work covers trademark, unfair competition, anti-counterfeiting, dilution, trade dress, and copyright infringement, as well as international trademark litigation and opposition proceedings. Larry also handles domain name management issues, including registration, litigation, and dispute resolution.

His practice extends to coordinating with law enforcement and Internet Service Providers in the U.S. and internationally, to help clients fortify their domain name rights and combat Internet fraud. He has assisted clients across virtually all aspects of cybercrime, including spamming, spoofing, and cybersquatting.

Prior to joining Holland & Hart, Larry was a partner at King & Spalding LLP in New York.

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Trademark Licensing and Transactions
- Domain Name Management
- US Customs and Border Protection, recording IP, training, and coordinating enforcement activities

### CLIENT RESULTS

#### Representative Matters

Represents a **multi-billion dollar food company** in connection with all aspects of its domestic and international trademark management.

Represents a Fortune 500 **global technology** company in connection with all aspects of its domestic and international trademark management.

Represents a well-known **European luxury goods** company in anti-

counterfeiting, gray market goods, and related enforcement activities within the United States.

Represents a Fortune 500 **pharmaceutical** company in connection with global trademark clearance matters.

Represents a Fortune 500 **hardware and software** company in connection with global enforcement for one of the world's most well-known brands.

Represents one of the largest **natural and organic foods** companies in the US with all aspects of its domestic and international trademark management.

Represents one of the fastest growing fast-casual restaurant franchises in the US with all aspects of its domestic and international trademark management.

Represents a Fortune 500 **brewing company** in connection with domain name and anti-cybersquatting enforcement.

Represents a Fortune 500 **petroleum and chemicals** company in connection with global domain name, social media and other digital enforcement matters.

Represented a Fortune 500 company in a counterfeiting raid on a warehouse in which a major seizure was made.

Represented a Fortune 500 **transportation** company in one of its largest trademark projects to date, namely, the development and protection of a new logo in more than 200 countries.

Represented one of the world's most famous Fortune 500 beverage companies with respect to a wide variety of domestic and international trademark and copyright matters, including trademark search, availability and registration issues, possible conflicts and/or infringements, and analysis of strategic intellectual property issues.

Represented one of the world's most famous Fortune 500 petroleum and chemical companies in its global trademark searching and filing program as well as general advice concerning global intellectual property practice.

## RECOGNITION

- Listed in *Euromoney's Guide to the World's Leading Experts in Trademark Law*
- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band 2016, 2017; Silver Band 2018

## PROFESSIONAL AND CIVIC AFFILIATIONS

- International Association for the Protection of Intellectual Property (AIPPI-US), Secretary, 2008-2010
- ABA Committee 302, International Copyright Treaties and Laws,

Chairman, 2003-2005

- ABA Committee 303, International Trademark Treaties and Laws, Chairman, 2006-2008
- AIPPI-US, Annual Meeting Chair, 2006, 2007
- AIPPI-US, Young Lawyers Committee, Chairman, 2008
- American Bar Association, Member
- Colorado Bar Association, Member
- New York State Bar Association, Member
- New Jersey State Bar Association, Member
- International Trademark Association, Member
- Institute of Trade Mark Attorneys in the United Kingdom, Overseas Member
- New Hampshire Board of Pharmacy, Member (inactive)