



Kazuyo Morita

Partner

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Kazuyo helps founders and owners of consumer brands create and implement protection strategies that optimize business potential and growth at any stage of development.

Kazuyo brings specialized expertise working with companies developing, promoting, and expanding products in the beauty, luxury goods, and fashion industries. She excels at helping brands navigate the myriad decisions involved in managing explosive business growth. Her holistic experience helping clients manage brand growth includes emerging forums of global sales, including retail and online, and the important intersections with all forms of promotion and advertising, including social media.

Clients appreciate Kazuyo's calm, patient demeanor and clear, pragmatic communication that brings order and direction in what can be a chaotic time. She invests time to know each client—what inspires them, their working style, and their hopes and dreams for their business. She helps founders and business leaders assess risk and potential to make informed business decisions to allocate resources between protection and growth initiatives. She continues to collaborate with clients as brands evolve on the global stage, adjusting protection and enforcement strategies.

PRACTICES

Global Trademark Brand Management
Intellectual Property
Emerging Companies
Resorts and Hospitality

INDUSTRIES

Food, Beverage, and Consumer
Products
Fitness and Outdoor Recreation

EDUCATION

University of Colorado Law School, J.D.,
2011

*Journal on Telecommunications & High
Technology Law*, Sources Editor/Student
Note Editor

Harvard University Graduate School of
Education, M.Ed., 2008
Mind, Brain & Education

University of California - Berkeley, B.A.,
2007
Sociology

BAR ADMISSIONS

Colorado

EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling

RECOGNITION

- *Best Lawyers: Ones to Watch® in America*, Intellectual Property Law, 2021-2024
- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band 2021-2024
- *5280 Magazine* Top Lawyers, Intellectual Property: Trademark, 2022-2024

"Kazuyo Morita's enthusiasm for trademarks is demonstrated in everything she does. She is highly organized, very business minded, cost effective and straightforward in her advice, which allows her clients to make solid decisions. Kazuyo handles large trademark portfolios and filing projects with grace, and is an incredibly valuable partner to have onside to rapidly

develop a portfolio.” (WTR 1000-2024)

PROFESSIONAL AND CIVIC AFFILIATIONS

- University of Colorado Law School, Adjunct Faculty
- Colorado Bar Association, Member
- Boulder County Bar Association, Member
- Asian Pacific American Bar Association, Member
- University of Colorado Diversity Task Force, Member
- Center for Legal Inclusiveness, Dream Team Member
- Rocky Mountain Harvard University Club, Alumni Member
- University of California Berkeley, Alumni Member
- Boulder Homeless Shelter, Volunteer
- Habitat for Humanity, Volunteer