



## Amanda Marston

Associate

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**Amanda is a branding attorney who focuses on complex trademark enforcement and prosecution matters and counsels clients on advertising and copyright matters.**

Amanda assists clients with brand creation, protection, and defense, including search and clearance, prosecution, and enforcement of their trademark rights in the US and abroad. Her enforcement activities include registration, continuous use, monitoring, and infringement. She also has experience in reviewing product packaging and advertisements.

Amanda handles oppositions and cancellations at the Trademark Trial and Appeal Board level. She predominantly supports clients of varying sizes within the food and beverage, retail, and technology industries.

Clients appreciate Amanda's ability to be collaborative and considerate of their business goals and anticipate their needs.

### PRACTICES

Intellectual Property  
Global Trademark Brand Management

### EDUCATION

University of Denver Sturm College of Law, J.D., 2017

University of Northern Colorado, B.A., 2014  
Philosophy

### BAR ADMISSIONS

Colorado

### PUBLICATIONS

"Bolstering Confidence or Burdening Parties? The U.S. Counsel Rule," *Landslide, American Bar Association Section of Intellectual Property Law*, 12/01/2020

"Lessons from GRUYERE: A Roadmap for Proving Genericness from the TTAB," *IPWatchdog.com*, 09/06/2020

### SPEAKING ENGAGEMENTS

"Discussing the Fundamentals of Trademark Law," Presenter, *Rocky Mountain IP Institute*, 2024

"Discussion of the Trademark Modernization Act," Moderator & Panelist, *Rocky Mountain IP Institute*, 2022

### PROFESSIONAL AND CIVIC AFFILIATIONS

- Colorado Pledge to Diversity, and Chair for the Public Service Program
- APABA, member
- NAPABA, member
- INTA, member