



Julie Kent

Of Counsel

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Julie counsels clients, ranging from individuals and startups to Fortune 500 companies, on domestic and international trademark prosecution and enforcement.

Brand owners operating in the life sciences, technology, outdoor recreation, and food and beverage industries value Julie's practical guidance through all stages of the trademark prosecution lifecycle, as well as portfolio maintenance and protection. She works in partnership with her clients to identify IP-related objectives and develop portfolio strategies that align with their business interests. In addition, Julie assists clients with copyright, domain name, internet-based fraud and infringement, and advertising and consumer protection matters.

Experienced in trademark enforcement and litigation, Julie has represented clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB) and in Uniform Domain Name Dispute Resolution (UDRP) actions.

Before joining Holland & Hart, Julie practiced in the Denver and San Francisco offices of multiple Am Law 50 firms. While attending law school, she completed a judicial externship with the Honorable Charles R. Breyer of the US District Court for the Northern District of California.

PRACTICES

Intellectual Property
Global Trademark Brand Management

INDUSTRIES

Technology
Food, Beverage, and Consumer Products
Fitness and Outdoor Recreation

EDUCATION

University of California, Berkeley School of Law, J.D., 2014
Order of the Coif
Berkeley Technology Law Journal, Senior Annual Review Editor
Stanford University, B.A., 2008
Phi Beta Kappa

BAR ADMISSIONS

Colorado
California

COURT ADMISSIONS

U.S. Court of Appeals for the Ninth Circuit
U.S. District Court for the Northern District of California
U.S. District Court for Colorado

EXPERIENCE

- Trademark Enforcement Strategies
- Federal Trademark and Copyright Litigation
- Domestic and International Trademark Portfolio Management
- Domain Name Management
- Federal Court and TTAB Disputes
- Domain Name Disputes
- Copyright Counseling and Prosecution

SPEAKING ENGAGEMENTS

"INTA's Trademark Administrators & Practitioners (TMAP) Meeting," *Table Topic: "How Brand Owners Can Combat Internet Fraud and Domain Name Infringement"*, Denver, CO, October 2, 2023

RECOGNITION

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

Law, 2023-2025

- University of California, Berkeley, School of Law
 - Jurisprudence Award, 2013-2014
 - Prosser Award, 2013-2014
 - Aldo J. Test Award, Berkeley Technology Law Journal, 2014

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA) Young Practitioners Committee, Outreach Subcommittee Co-Chair , 2024-2025 term
- Clyfford Still Museum, Board of Directors, 2022-present
- International Trademark Association (INTA), Young Practitioners Committee, 2022-2023
- Colorado Women's Bar Association, Member, 2020-present
- Denver Bar Association, Member, 2020-present
- American Bar Association, Member, 2015-present