



Cassidy J. Grunninger

Associate

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Cassidy assists clients on domestic and international trademark and copyright prosecution, enforcement, and strategy.

PRACTICES

Intellectual Property
Global Trademark Brand Management
Intellectual Property Litigation

EDUCATION

University of Georgia School of Law,
J.D., 2017

Journal of Intellectual Property Law,
Senior Online Editor

University of Colorado at Boulder, M.M.,
2014

Mercer University, B.A., 2009
cum laude

BAR ADMISSIONS

District of Columbia
New York

Cassidy provides counsel to clients regarding trademark and copyright matters, including brand strategy, portfolio management, clearance, prosecution, licensing, and enforcement. She helps clients manage global trademark portfolios, involving continued maintenance, monitoring, and enforcement of registrations and trademark rights.

Prior to joining Holland & Hart, Cassidy was an associate at an Am Law 100 firm where she focused on trademark and copyright prosecution and enforcement matters. She also gained valuable experience and perspective as in-house trademark counsel, when she was seconded with a global Fortune 500 company. During law school, Cassidy served as a legal intern for the House Judiciary Committee and a legal clerk for the US Copyright Office, as well as an externship with the Recording Industry Association of America.

EXPERIENCE

- Rendering Domestic and International Clearance and Registrability Opinions
- Domestic and International Trademark Portfolio Management
- Strategic Trademark Portfolio Management
- Trademark and Copyright Enforcement Strategies
- TTAB Disputes
- Domain Name Disputes
- Domain Name Management

PUBLICATIONS

"An Interview with Regan Smith, General Counsel of the U.S. Copyright Office," *Landslide® Magazine*, December 2020

SPEAKING ENGAGEMENTS

"Copyright and Trademark Law Basics for Business Owners and Creators," *Greyhounds Reach the Beach Annual Conference*, October 2019

PROFESSIONAL AND CIVIC AFFILIATIONS

- American Bar Association, Section of Intellectual Property Law (ABA-IPL), Landslide® Magazine, Issue Editor, 2019-present
- Washington Performing Arts, Vice-Chair of Philanthropy on the Junior Board of Directors, 2017-present