



## Jeffrey Larson

Associate

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**Jeff focuses his practice on domestic and international trademark clearance, prosecution, management, and enforcement matters.**

Jeff combines an understanding of in-house counsel and client needs with a deep knowledge of global portfolio management from experience as inside and outside counsel. Jeff served as Brand Counsel for one of Forbes' "World's Most Valuable Brands," where he was responsible for several global trademark portfolios and instructing and supervising both US and international trademark counsel and years in private practice. Jeff has significant experience in international filing systems such as the Madrid Protocol, trademark licensing, domain name enforcement, takedown procedure, watch service review, copyright, and advertising review and contest rules.

Before rejoining Holland & Hart, Jeff practiced in the Denver office of an AmLaw 100 firm in Denver, where he was responsible for several global trademark portfolios, and instructing and supervising both US and international trademark counsel.

### PRACTICES

Global Trademark Brand Management  
Intellectual Property

### INDUSTRIES

Outdoor Recreation

### EDUCATION

University of New Hampshire School of  
Law, J.D., 2013  
*cum laude*

Washington State University, B.A., 2009

### BAR ADMISSIONS

Colorado

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Domestic and International Clearance and Prosecution
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Domain Name Management, Enforcement, Takedown Procedures

### RECOGNITION

- Best Lawyers: Ones to Watch® in America, Intellectual Property Law, 2023-2024