Holland & Hart



PRACTICES

Global Trademark Brand Management
Intellectual Property

EDUCATION

Jacob Gould Schurman Fellowship, University of Heidelberg, Germany, 1994-1995

Cornell Law School, J.D., 1994
Editor-in-Chief, *Cornell International Law Journal*

Brigham Young University, B.A., 1991
cum laude

BAR ADMISSIONS

Colorado
Utah

Matthew Horlacher

Partner

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Matt counsels clients on intellectual property matters, focusing on domestic and international strategic trademark portfolio management, and the selection, clearance, use, prosecution, and enforcement of trademarks.

Matt's experience with trade dress, copyright, licensing, domain name, and Internet-related issues allows him to help clients identify strengths and weaknesses in their intellectual property portfolios, and to assist with related transactions. He drafts and reviews intellectual property-related agreements and assists in intellectual property audits.

RECOGNITION

- *The Best Lawyers in America*® Copyright Law, 2024- 2027; Trademark Law, 2026, 2027
- *Legal 500 US City Elite* - Utah, Intellectual Property, 2026
- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Utah, Recommended, 2023-2025
- *Utah Business Magazine*, Utah Legal Elite, Intellectual Property, 2007-2021

PROFESSIONAL AND CIVIC AFFILIATIONS

- Assistant Adjunct Professor of Law at the University of Utah
- International Trademark Association (INTA)
  Public Information Committee
- American Bar Association, Intellectual Property Section
- Utah Bar Association, Intellectual Property Section, Cyberlaw Section