

PRACTICES

Global Trademark Brand Management
Intellectual Property

INDUSTRIES

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

EDUCATION

Loyola University Chicago School of Law, J.D.
cum laude
Loyola Law Journal, Executive Editorial Board, Conference Editor

Miami University, B.A.
cum laude

BAR ADMISSIONS

Colorado

Craig Beaker

Partner

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Craig delivers pragmatic counsel to local and international brand owners on the strategic use and protection of intellectual property assets.

Craig serves as the firmwide co-leader of the Fitness & Outdoor Recreation industry group. From start-ups to established brands in the outdoor recreation, entertainment, consumer products, and technology industries, Craig counsels clients on a range of brand selection, clearance, protection, and enforcement issues. He has been described by clients as a “thoughtful, calm, clear-headed, incredibly organized, diligent, respectful, humble, and proactive lawyer.”

Focusing on clients’ holistic business priorities, he develops and implements global trademark procurement and enforcement strategies. Craig also represents clients before the Trademark Trial and Appeal Board in trademark opposition and cancellation proceedings as well as handles cybersquatting and domain disputes.

In addition to Craig’s brand protection work, he guides clients through business risk management decisions involving copyright, marketing and advertising, licensing, and rights of publicity. Of note, Craig regularly counsels clients in a wide range of industries, including for example, health and wellness, consumer products, food and beverage, aviation, and telecommunications, on marketing and advertising issues. These include advertising claims and substantiation, competitor comparisons, marketing and sponsorship agreements, endorsements and influencers, and promotional campaigns.

Craig served as the firmwide chair of Holland & Hart's Global Trademark Brand Management group, where his dedication to the team and commitment to excellence helped shape the practice's success. Before joining Holland & Hart, he was a partner in the Denver office of an Am Law 50 firm.

EXPERIENCE

- Strategic Trademark and Copyright Portfolio Management
- Trademark and Copyright Enforcement Programs
- Trademark Trial and Appeal Board Proceedings
- Trademark and Copyright Litigation
- Copyright Counseling and Prosecution

- Domain Name Policing and Management Strategies
- Licensing
- Advertising, Marketing, & Promotions

SPEAKING ENGAGEMENTS

"Sports & Industry Association's 2023 Start-Up Challenge," *SFIA'S 2023 Virtual Start-Up Challenge*, October 10, 2023

RECOGNITION

- *World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2022-2023; Silver Band, 2024, 2025
- *Best Lawyers: Ones to Watch® in America*, Intellectual Property Law, 2024-2027
- *Illinois Rising Star,* IP Law, 2016-2017

"A brand protection expert, Beaker prioritizes commercial goals to devise watertight global procurement and enforcement strategies" (WTR 1000 – 2026)

"Craig Beaker is a tenacious litigator who is creative, smart and incredibly knowledgeable about TTAB and federal court practice. He knows exactly how to prioritise and always makes sure to work within his clients' budgets." (WTR 1000 – 2024)

"I really value his partnership and am so grateful for what he does on behalf of my company; he has helped us come up with a new framework to navigate complex enforcement issues in a somewhat crowded field. His approach is always diplomatic and he ensures our interests are protected while avoiding negative publicity." (WTR 1000 – 2022)