



## 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.**

### 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 serves as the firmwide chair of Holland & Hart's Global Trademark Brand Management group and 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.

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, 2025
- *Illinois Rising Star*, IP Law, 2016-2017

"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)

"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)