



## Andrew Roppel

Partner

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**Andrew helps clients, including entrepreneurs and Fortune 500 companies, strategically develop and protect their trademark portfolios both domestically and internationally.**

### PRACTICES

Intellectual Property  
Global Trademark Brand Management

### EDUCATION

George Mason University School of Law,  
J.D., 1995  
*George Mason Law Review*, Business  
Editor

Georgetown University, B.S., 1990  
*cum laude*

### BAR ADMISSIONS

Colorado  
North Carolina  
Virginia

Leveraging over 20 years of private practice experience, Andrew guides his clients through all phases of the trademark lifecycle, working with them to develop business-oriented strategies for the growth, maintenance, and protection of their portfolios. He has extensive experience assisting clients of all sizes, many operating in the computer hardware and software, food and beverage, and engineered products industries, with the selection and clearance of their trademarks and with getting them registered in the US. In addition, Andrew partners with clients to manage their trademark portfolios around the world and regularly counsels clients on trademark disputes and licensing matters.

Before rejoining Holland & Hart, Andrew practiced at an Am Law 50 firm. Prior to private practice, Andrew worked for more than four years as a Trademark Examining Attorney at the USPTO.

### EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Trademark Prosecution
- Due Diligence and Acquisition Counseling

### RECOGNITION

- *World Trademark Review 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2020-2023; Silver, 2024, 2025

“Andrew Roppel is one of the most knowledgeable and reliable trademark attorneys out there. He brings incredible experience as a former USPTO examiner, and his expertise in prosecution, counselling and clearance matters is top notch. Andrew provides advice that is practical, smart, thorough and prompt.” (WTR 1000-2024)

### PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association, Member
- Colorado Bar Association, Member

- Boulder County Bar, Member