Holland & Hart



PRACTICES

Intellectual Property Litigation
Patent Preparation, Prosecution, and Counseling
Intellectual Property

INDUSTRIES

Technology

EDUCATION

University of Denver Sturm College of Law, J.D., 2014
Graduated First in Class
Denver University Law Review, Senior Editor

Furman University, B.S., 2001

BAR ADMISSIONS

Colorado

COURT ADMISSIONS

U.S. Patent and Trademark Office

Matthew Pierce

Of Counsel

555 17th Street, Suite 3200, Denver, CO 80202

P 303.290.1085

WMPierce@hollandhart.com

Matt is a patent litigator who brings a software developer's fluency and a focus on what technology is worth to high-stakes patent and SEP/FRAND disputes.

Matt represents technology companies in patent disputes in federal district courts across the country, including the leading patent venues in Texas, Delaware, and California. He litigates appeals before the U.S. Court of Appeals for the Federal Circuit, practicing as part of Holland & Hart's national patent litigation team. In cross-border disputes, Matt helps clients navigate the procedural complexities of litigating against foreign parties, including service of process under the Hague Convention.

Before his legal career, Matt spent more than eight years as a software developer, and it shows in how he litigates: he works directly in the technologies his cases turn on, software and cloud systems, wireless and communications standards, video coding, semiconductors, and GPS and location technologies, and moves comfortably between engineering detail and courtroom advocacy.

In more than a decade of practice, Matt has developed a particular focus on standard-essential patent (SEP) and FRAND matters, where disputes turn on what a patented technology is actually worth. He handles SEP litigation and pre-suit license demands, and he draws on his software background to build FRAND-rate and patent-valuation analyses tailored to the technologies and licensing programs at issue. He writes and presents regularly on FRAND developments.

Before joining Holland & Hart, Matt practiced at Ashurst Perkins Coie. Following law school, he served as a law clerk to Justice William W. Hood III of the Colorado Supreme Court and Judge Diana L. Terry of the Colorado Court of Appeals.

EXPERIENCE

Technology Focus

- Software, including web, cloud, mobile, and enterprise applications
- Wireless and telecommunications standards
- Video coding and digital media
- Semiconductors
- GPS and location-based technologies

- E-commerce and logistics systems

Patent Litigation (Federal Courts & Federal Circuit)

- Patent infringement litigation in federal district courts nationwide, including the Eastern and Western Districts of Texas, the District of Delaware, and California
- Claim construction (Markman) briefing and argument
- Non-infringement and invalidity analysis
- Dispositive and pretrial motion practice
- Appellate briefing before the U.S. Court of Appeals for the Federal Circuit

Standard-Essential Patents (SEP) & FRAND

- SEP litigation and FRAND licensing disputes
- Pre-suit patent demand evaluation and licensing strategy
- Wireless and communications standards licensing
- FRAND-rate and patent-valuation analysis, including custom analytical tools built on his software background
- Thought leadership on SEP/FRAND developments, including publications and presentations

Pre-Litigation Counseling & Procedural Strategy

- Pre-litigation risk assessment and dispute strategy
- Cross-border disputes involving foreign parties, including Hague Convention service of process

PUBLICATIONS

"Top 10 FRAND Developments of 2022," *IAM*, December 21, 2022

RECOGNITION

- Best Lawyers: *Ones to Watch*, Intellectual Property Law, 2021-2026; Litigation - Patent, 2026

PROFESSIONAL AND CIVIC AFFILIATIONS

- Denver Bar Association, Access to Justice Committee,
    - Chair, 2020-2021
    - Vice Chair, 2018-2019
    - Pro Bono Week Chair, 2016-2017
- Colorado Lawyers Committee, Board Member, 2019-present