



**Andrea Anderson**

Partner  
303.473.2861  
Boulder  
aanderson@hollandhart.com

## 'Unbinding' Precedent: TM Protection for Packaging Color Schemes Now More Attainable

**Insight — 05/05/2020**

*This article originally appeared in World Intellectual Property Review online, May 5, 2020.*

In early April, the US Court of Appeals for the Federal Circuit handed a small but significant victory to trademark owners in a case involving color marks for product packaging.

In this World Intellectual Property Review guest article, Holland & Hart partner Andrea Anderson, whose practice focuses on strategic trademark counsel to some of the world's largest brand owners, explores whether the Court's ruling in *In Re: Forney* will make it easier for owners of asserted packaging color to obtain federal trademark protection.

Please click [here](#) to read the full article: 'Unbinding' precedent: TM protection for packaging colour schemes now more attainable.

---

*Subscribe to get our Insights delivered to your inbox.*

*This publication is designed to provide general information on pertinent legal topics. The statements made are provided for educational purposes only. They do not constitute legal or financial advice nor do they necessarily reflect the views of Holland & Hart LLP or any of its attorneys other than the author(s). This publication is not intended to create an attorney-client relationship between you and Holland & Hart LLP. Substantive changes in the law subsequent to the date of this publication might affect the analysis or commentary. Similarly, the analysis may differ depending on the jurisdiction or circumstances. If you have specific questions as to the application of the law to your activities, you should seek the advice of your legal counsel.*