PRANGER
LAW PC

# Holly Pranger

**MANAGING PARTNER**

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## PRACTICE AREAS

- Trademark
- Copyright
- Advertising
- Promotions
- Litigation

## EDUCATION

- Juris Doctor, University of California College of the Law San Francisco (formerly UC Hastings)
- Bachelor of Arts in Political Science, University of California, San Diego, *magna cum laude*

Ms. Pranger builds and enforces rights in leading global trademark and copyright portfolios that have been valued at and acquired for billions of dollars. Well-versed in representing both emerging and well-known brands in complex intellectual property and advertising matters, she has an excellent command of all aspects of registering world-wide rights and developing and executing enforcement plans to police and protect her clients' valuable assets.

## EXPERIENCE

- Registered and manages thousands of trademarks with extensive experience in global portfolios spanning over 120 countries.
- Litigated multiple intellectual property lawsuits.
- Executed thousands of successful cease and desist and other demand based enforcement efforts.
- Negotiated numerous complex settlement agreements resolving intellectual property disputes.
- Recovered multiple hundreds of domain names through demands, acquisitions and UDRP Arbitrations.
- Responsible for hundreds of sweepstakes, contests and other consumer engagement calls to action.

## HONORS

- Ranked among "The World's Leading Trademark Professions" World Trademark Review (2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024)
- Ranked as one of the Top 20 Trademark Attorneys in Web3 in the United States Huski.ai (2022)

## COURT AFFILIATIONS

- United States Trademark Office and Trademark Trial and Appeals Board (TTAB)
- United States Ninth Circuit Court of Appeals
- United States District Courts for the Northern, Southern, Eastern and Central District of California
- California Supreme Court

## PROFESSIONAL AFFILIATIONS

- California State Bar, Member since 2001, Intellectual Property Section
- International Trademark Association (INTA), Member since 2001
- Women's Business Enterprise National Council (WBENC), Member since 2012
- Entrepreneurs Organization (EO), San Francisco Chapter, Member 2009-2017
- National Association of Minority & Women Owned Law Firms (NAMWOLF)