

Charlene Krogh

Partner

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Charlene partners with clients to create and execute brand management strategies that achieve protection and enforcement goals and result in robust and valuable intellectual property assets.

Charlene is the former Chair of Dorsey's top-ranked Trademark, Copyright and Advertising practice group. Charlene serves as intellectual property counsel for small and large businesses in a wide variety of industries, including consumer products, entertainment and media, cosmetics, financial services, telecommunications, software, and medical devices. Charlene has extensive experience in all stages of the brand management process and her work includes representation of clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB), demand letters and allegations of infringement, and take down requests related to online infringement, as well as prosecution of Uniform Domain Dispute Resolution (UDRP) proceedings.

Charlene advises clients on open source licensing and compliance and generative artificial intelligence (AI), and provides clients with trainings and seminars on the use of both. Charlene also has significant experience in transactions involving intellectual property, including due diligence, negotiation of agreements, and assistance with the transfer of intellectual property rights and recordation of security interests related to corporate transactions and asset purchase and sale agreements domestic and international.

Charlene is the co-manager of Dorsey's IP Blog, TheTMCA.com, which focuses on legal developments in the world of TradeMarks, Copyrights, and Advertising. Charlene also authors Chapter 29 of *The Practitioner's Guide to Colorado Business Organizations*.

Education

- University of Denver, Sturm College of Law (J.D.)
 - Order of the Coif
- University of Wisconsin - Madison (B.S., Political Science and Behavioral Science and Law)

Bar Admissions

- Colorado

Select Experience

Trademark and Copyright Management, Enforcement and Agreements

- Counsel clients with large and small portfolios on the adoption, selection, protection, and enforcement of trademark and copyright assets on a worldwide basis.
- Strategy and management of international trademark and copyright portfolios including work with local counsels around the world.
- Conduct trademark clearance searches.
- Counsel and assist market leading companies with registration of intellectual property assets with customs agencies in numerous countries and manage seizures by various customs and border control agencies worldwide.

Court Admissions

- U.S. Court of Appeals for the Tenth Circuit
- U.S. District Court for the District of Colorado

Professional Affiliations

- Practice Group Leader, Trademark, Copyright and Advertising Practice Group, 2019 – 2023
- Author of Chapter 29 of *The Practitioner's Guide to Colorado Business Organizations*
- Member, International Trademark Association
- Member, Colorado Bar Association
- Member, Denver Bar Association

Charitable & Civic Involvement

- Chair, Board of Directors, Denver World Affairs Council DBA WorldDenver
- Denver Bar Association "Wheels of Justice" bike riding team involved in the Courage Classic to benefit and raise money for Denver Children's Hospital, 2007 – 2011
- Volunteer Instructor, Columbine Elementary School, Denver, 2009
- Member, WomenCook! Committee for Work Options for Women, 2008-2013

Accolades

- *Chambers USA*, Intellectual Property, Colorado, 2018-2026
- *Best Lawyers in America*®, 2021-2026
- *Colorado Super Lawyers*®, 2020-2022, 2024-2026
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2014-2026
- *World Trademark Review's Global Leaders Guide: Private Practice*, Global Leader, 2024-2026
- *5280 The Denver Magazine*, Top Lawyer in Denver, Intellectual Property, 2016-2026
- *Best Lawyers*® *Lawyer of the Year*, Trademark Law, 2023, 2025
- *Managing IP*, IP STAR, 2018-2025
- Dorsey & Whitney – Scales of Justice Team Award (The World Ventilator Foundation), 2021
- *Chambers USA*, "Up and Coming," Intellectual Property, 2015-2018

- *Colorado Super Lawyers*®, "Rising Star," 2010-2017
- Law Week Colorado, Winner, "Up and Coming Stars," 2009
- Denver Bar Association, Volunteer Lawyer of the Year, 2009

Select Presentations

- Panelist, *Managing Trademark Workflows More Efficiently and Profitably*, IPWatchdog.com Webinar, September 10, 2024
- Speaker, *Almost Famous Marks: Delusion vs Dilution*, 21st Annual Rocky Mountain Intellectual Property & Technology Law Institute, June 1, 2023
- Speaker, *Sports & Dying Trademarks: A Snapshot in Time*, 19th Annual Rocky Mountain Intellectual Property & Technology Law Institute, June 2, 2021
- Speaker, *The Best Offense is Defense: TTAB Defenses*, 18th Annual Rocky Mountain Intellectual Property & Technology Law Institute, July 2020
- Speaker, *Office Action Space: Case studies and Winning Strategies*, 17th Annual Rocky Mountain Intellectual Property & Technology Law Institute, May 30, 2019
- Panelist, *To Use or Not to Use*, 16th Annual Rocky Mountain Intellectual Property & Technology Institute, June 1, 2018
- Tapped: [Avoiding Bar Fights \(typical business disputes\), November 2, 2017](#)
- Seminar Playback: [Rock Bands, "Redskins," & Registrations: The Federal Circuit Strikes Down Statute on "Disparaging" Trademarks, January 28, 2016](#)
- Presenter, *gTLD Launch Update: Protection and Enforcement of Trademarks*, 13th Annual Rocky Mountain Intellectual Property & Technology Institute, May 29, 2015
- Presenter, *Review of Recent TTAB Dilution Cases*, 11th Annual Rocky Mountain Intellectual Property & Technology Institute, May 30, 2013
- Presenter, *Intellectual Property for Small and Start-up Businesses*, Bard Center for Entrepreneurship, January 27, 2010
- Presenter, *Intellectual Property in the Age of Online News*, Society of Professional Journalists, November 11, 2009
- Presenter, *Trademark Dilution Revision Act of 2006*, Colorado Bar Association, Intellectual Property Section, June 2007
- Presenter, *Copyright in Music: The Basics, Licensing, and Issues in the Digital Age*, CLE International Intellectual Property Conference, February 2007
- [Sixth Annual Intellectual Property & Technology Institute, June 4-6, 2008](#)
- Guest lecturer, *Music Law and Licensing*, University of Denver Sturm College of Law, Spring 2005 & Fall 2006
- Presenter, *Trademark Basics, Rocky Mountain Intellectual Property and Technology Institute*, Colorado Bar Association, 2008
- Presenter, *Copyright Basics, Rocky Mountain Intellectual Property and Technology Institute*, Colorado Bar Association, 2009

The TMCA

January 27, 2025

India Draft Digital Personal Data Protection Rules, 2025

January 10, 2025

Key Changes to the Korean Trademark Law to be Enacted in 2025

August 22, 2019

Andy Warhol's Prince Series Portraits Held Fair Use of Photograph

November 30, 2018

Practice Update: Amendments to Canada Trademark Law to Take Effect June 17, 2019

May 22, 2018

Practice Update: Amendments to Mexico IP Law

February 22, 2018

Beyoncé, Coldplay and Ed Sheeran Skating Debuts – Solid Gold at the Olympics

August 16, 2017

Bringing Back the Oldies – Legislation for Equal Treatment in the Music Industry

Insights

July 28, 2023

Dorsey Attorneys Discuss IP Tips for Companies to Keep in Mind as Generative AI Tools Face Infringement Lawsuits

July 27, 2023

Dorsey Partner Charlene Krogh on How Employers Can Reduce Risk From Workers' Use of Generative AI

November 2017

Dorsey's TMCA Blog Named One of ABA's Top 50 Blogs

July 10, 2017

Dorsey's TMCA Blog Recently Featured as ABA's Blog of the Week

Denver