

Holly B. Lance

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Holly B. Lance is an Associate in the Intellectual Property Practice of Smith, Gambrell & Russell, LLP.

Ms. Lance assists clients in protecting their most valuable brands and intellectual property, with a focus on trademarks, copyrights and domain names.

Ms. Lance works with clients throughout the life cycle of a brand — from clearance and registration to licensing, enforcement, and litigation. Her practice includes domestic and foreign trademark prosecution; counseling on trademark, copyright, and advertising matters; and litigating before the Trademark Trial and Appeal Board (TTAB) and federal district courts. She has experience with intellectual property licensing and domain name disputes, including Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings. She also has experience in patent litigation, including Section 337 proceedings before the International Trade Commission.

Prior to joining SGR, Ms. Lance was an associate at an Am Law 100 firm. She graduated cum laude from Duke University in 2007, with her B.A. in Cultural Anthropology and Public Policy Studies, and received her J.D. from the University of Michigan Law School in 2010, where she served as Contributing Editor to the Michigan Telecommunications and Technology Law Review. During law school, Ms. Lance completed internships at the International Trade Commission, Office of Unfair Import Investigations, and Federal Trade Commission, Bureau of Consumer Protection.

Ms. Lance is an active member of the ABA Sections of International Law and Intellectual Property Law, as well as the International Trademark Association (INTA). Outside of the office, Ms. Lance enjoys traveling, scuba diving and musical theater. She is also certified as a RYT-200 (Registered Yoga Teacher) with Yoga Alliance.



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Areas of Practice

Intellectual Property
Intellectual Property Litigation
Trademark Law
Copyright Law
Internet Law
Advertising
Customs & International Trade
Cannabis Law

Bar Admissions

District of Columbia
Virginia
Eastern District of Virginia
U.S. Court of Appeals for the
Ninth Circuit
Maryland