

Andrea M. LaFrance

Partner

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Services

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright & Advertising

Industries

Consumer Goods

Electronics & Computer Technology

Media & Entertainment

Technology

Andrea LaFrance is a distinguished attorney specializing in global trademark portfolio management for some of the world's most recognizable brands. She expertly handles a wide range of domestic and international clearance, prosecution, and enforcement matters. With a sharp focus on the technology and entertainment sectors, Andrea excels at developing and managing title clearance, registration, and protection programs. Her expertise also extends to specialized areas such as social networking, video games, software and cloud services, space technology, and cosmetics. In addition to her practice, Andrea is an Adjunct Professor at the University of Denver Sturm College of Law, where she teaches a Trademark Practicum on the fundamentals of trademark clearance, prosecution, and enforcement.

Prior to joining the firm, Andrea was an associate in the Denver, Colorado office of a national law firm where her primary practice consisted of brand management, U.S. and foreign trademark prosecution, enforcement, Trademark Trial and Appeal Board (TTAB) proceedings, intellectual property transactions, and copyright prosecution. Previously, Andrea managed the trademark practice group at a Denver-based law firm where she also litigated dozens of patent and trademark infringement cases in federal district courts and appellate courts, as well as before the TTAB and Patent Trial and Appeal Board.

While attending law school, Andrea served as a law clerk for the Honorable Robert L. McGahey, Jr. in the 2nd Judicial District of Colorado. She was also a legal intern in the Colorado Attorney General’s office and Senior Staff Editor for the *Denver University Law Review*.

Andrea was recognized in 2025 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®. She was recognized as a Colorado "Rising Star" in 2019, 2022, 2023, 2024, 2025 and 2026 for Intellectual Property by *Super Lawyers* magazine.

Experience

Manages global trademark portfolios, clearance programs, and enforcement efforts on behalf of several *Fortune* 50 companies.

Provides global clearance assessments for entertainment titles intended for use on some of the world's most popular film, TV, and music streaming platforms.

Education

University of Denver Sturm College of Law J.D., Certificate in Intellectual Property Law (2016)

University of North Dakota B.B.A., Business Economics (2011) *cum laude*

University of North Dakota B.A., Chinese Studies (2011) *summa cum laude*

Admissions

Colorado (2016)

Court Admissions

U.S. Court of Appeals for the Federal Circuit

U.S. District Court for the District of Colorado

Clerkships

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Professional & Community Activities

International Trademark Association (INTA), Member (2019-Present)
International Trademark Association Saul Lefkowitz Moot Court Competition, Judge (2021)

Colorado Women's Bar Association, Member (2013-Present)
Legal Services Committee, Member (2015-2017)
Publications Committee, Member (2014-2015)

Colorado Bar Association, Member (2013-Present)

Colorado Lawyers Committee, Board Member

Colorado Intellectual Property American Inn of Court, Member (2014-Present)

Center for Legal Inclusiveness-Young Lawyers Division, Diversity Mentor (2021-Present)

US Forest Service (Friends of the Dillon Ranger District), Volunteer Ranger (2025-Present)

Colorado Women's Chamber of Commerce, Women of Influence and Impact Leadership Program, Graduate (2019-2020)

"Wheels of Justice" Courage Classic Cycling Team (fundraiser for Children's Hospital Colorado), Team Rider (2017-2018)

Colorado High School Mock Trial Tournament, Judge (2016)

Insights

Perspectives

6 Key Takeaways | A Trademark Practitioner's Guide to Using AI: Guidelines, Use Cases, and Ethical Considerations

March 11, 2026

Events

A Trademark Practitioner’s Guide to Using AI: Guidelines, Use Cases, and Ethical Considerations

March 2, 2026

News Releases

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

News

Kilpatrick's Andrea LaFrance Appointed to Colorado Lawyers Committee Board

March 5, 2025

Events

Distinguishing Between Design Patents and Trade Dress Protection

February 24, 2025