

Lindsey Sadler

Partner

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Lindsey Sadler helps brand owners build, defend, and enforce global trademark and intellectual property portfolios so they can compete with confidence in any market.

Lindsey brings a decade of focused trademark and intellectual property practice to clients across the beverage, technology, fashion, sporting goods, cosmetics, mining, pharmaceuticals, financial services, and renewable energy industries. She advises on every stage of the brand lifecycle — from trademark selection, clearance, prosecution, and maintenance through enforcement, opposition and cancellation proceedings, and litigation — giving clients a single, consistent strategic partner as their portfolios and businesses grow.

Much of Lindsey's practice centers on contentious work. Drawing on her background in trademark and patent litigation, she represents clients before the Trademark Trial and Appeal Board (TTAB) in inter partes proceedings, pursues domain name recovery through Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings before the World Intellectual Property Organization (WIPO), and advises on federal court trademark infringement lawsuits as a subject matter expert. She also coordinates international trademark enforcement strategies, working with local counsel across jurisdictions to protect the strength and integrity of clients' global portfolios.

Lindsey advises Fortune 500 technology companies on the review of public-facing advertising and marketing materials, helping them safeguard high-profile brands from misrepresentation and competitive encroachment, while also compiling with applicable advertising laws. She also counsels clients on copyright, social media takedowns, and domain name enforcement, and guides clients through entertainment and media law matters, including publishing and talent agreements, sponsorship contracts, and related negotiations.

Lindsey is a contributor to Dorsey's IP blog, TheTMCA.com, which covers legal

Education

- University of Colorado, Boulder (B.S., 2012)
- University of Denver, Sturm College of Law (Juris Doctorate, 2016)
 - Candidacy Editor, *University of Denver Law Review*

Bar Admissions

- Colorado

developments in trademarks, copyrights, and advertising, and has been recognized in JD Supra's 2022 Readers' Choice Awards alongside the Firm's Trademark Practice Group. She is also an adjunct law school professor in trademark law, and a contributing author to Law360. Lindsey is the founder of Dorsey's Sustainability Committee and a recipient of the Firm's Scales of Justice award for excellence in pro bono service.

Select Experience

- Counseled and strategized with a legal services client regarding a multi-state business expansion project and extensive brand protection filings at both the USPTO and state trademark registries.
- Effectively defended a client against claims of trademark infringement on the label and trade dress of a competing product, resulting in an amicable commercial resolution and settlement.
- Managed the high-profile rebrand of a technology client from extensive initial clearance searching through to final selection of a new brand and associated application filings.

Court Admissions

- U.S. District Court for the District of Colorado

Professional Affiliations

- The Colorado Intellectual Property American Inn of Court
- Colorado Bar Association

Accolades

- *Best Lawyers® Ones to Watch in America*, 2025-2027
- *IAM/WTR Copyright 1000*, "World's Leading Copyright Professionals," 2026
- *World Trademark Review 1000*, "World's Leading Trademark Professionals," Leading Practitioner, 2026
- Dorsey & Whitney – Scales of Justice Team Award (The World Ventilator Foundation), 2021
- Law Week Colorado, Up & Coming Attorney, 2018

Insights

October 16, 2023

X Rebrand Of Twitter Will Keep USPTO Busy

October 28, 2022

Luka Doncic's TM Battle Puts Policy To The Test