



CHARLES F. LUCE,
JR.
Director

Intellectual Property

Denver (RiNo)

P: 303.813.3844

F: 303.813.3844

cluce@fennemorelaw.com

CHARLES F. LUCE, JR.

EDUCATION

- J.D., Order of the Coif, University of Oregon
- B.A., With distinction, University of Colorado

AREAS OF PRACTICE

- Intellectual Property

AWARDS AND HONORS

- *5280 Magazine* Top Communications and Technology Lawyer, 2018 – 2020
- Best Lawyers®: Copyright Law, 2014 – 2024; Ethics and Professional Responsibility Law, 2023 – 2024; Trademark Law, 2023 – 2024; Trade Secrets Law, 2024
- Frequent lecturer for CLE, CBA, CBI, NBI, and other entities
- Martindale-Hubbell Rating: AV® Preeminent™ (highest)

ARTICLES AND PRESENTATIONS

- Charles F. Luce, Jr. on Legal Ethics and the Practice of Law blog
- Presenter, "I Am Not Your Attorney: Ethics Issues in the Representation of Organizations," Colorado Rural Electric Association, October, 2022
- Presenter, "The Five Most Dangerous Rules of Professional Conduct," Pueblo County Bar Association, May, 2022
- Presenter, "Cheezo: Aged to Perfection (The Joy of Pretext under Rule 8.4(c)), " 1st Judicial District Bar Association, October, 2021
- Presenter, "Ethics Lessons from the Cockpit," Mile High Chapter of the Association of Legal Administrators' (ALA) Annual Law Firm Management Luncheon, October, 2021
- Author, "It's Open Season on Soliciting Business Owners," *Law Week Colorado*, August, 2021
- Co-Presenter, "Revised Rule 8.4 (c): Everything You Wanted to Know About Pretext, but Were Afraid to Ask," CBA-CLE Ethics 7.0, November, 2019
- Presenter, "Attorney Ethics of E-mail and Texting: Essential Do's and Don'ts," National Business Institute Webinar CLE, August, 2019
- Presenter, "Legal Ethics of Handling Digital Documents," National Business Institute Webinar CLE, October, 2018
- Presenter, "Ethics: Opinion Letters," CLE International, Public Financing – Infrastructure for New Development and Redevelopment, April, 2018

- Quoted, "Ethics Rule Change Proves Divisive," *Law Week Colorado*, October, 2017
- Author, "Cheezo Unit Prompts Potential Rules Change," *Law Week Colorado*, September, 2017
- Quoted, "The Return of Cheezo," *Law Week Colorado*, February, 2017
- Author, "Making Molehills Out of Mountains," *Law Week Colorado*, March, 2016
- Author, "The Biggest Social Media Mistakes Made by Lawyers," *Law Week Colorado*, September, 2015
- Author, "Would You Like Some Garnish on that Retainer?," *Law Week Colorado*, October, 2014
- Presenter, "Ethics of Social Media," CLE in Colorado program entitled "Hanging Your Shingle: Your Future Begins Now", August, 2014
- Presenter, "Cloud-y, with a Chance of Data Leakage: Practical Advice for Protecting Client Data and Your License," CLE, Colorado's Real Estate Symposium, July, 2014
- Presenter, "Ethics and Technology: Hot Mouse Button Issues," CLE in Colorado, April, 2014
- Presenter, "Ethics: Staying out of Trouble," CLE International program entitled "Public Financing: The Next Generation in Colorado," April, 2014
- Quoted, "Marijuana Companies Try to Protect the Intellectual Property of Their Pot Brands," *com*, March, 2014
- Presenter, "Ethics and the Use of Technology in a Transactional Practice – Social Media, Cloud Computing, Email, Protecting Client Data," Colorado Bar Association CLE live program and webcast entitled "Preventing Legal Malpractice 2014," January, 2014
- Presenter, "Ethics and Social Media: What Attorneys Need to Know," NBI Seminar, December, 2013
- Presenter, "Legal Ethics for Paralegals: The Impact of Social Media," NBI Audio Webinar, December, 2013
- Presenter, "Prospective Clients: Avoiding the Rule 1.18 Trap," CLE International program entitled "ETHICS: Keeping Up in Changing Times," December, 2013
- Author, "Make sure you know when (and how) to fire a client," *Denver Business Journal*, July, 2013
- Quoted, "5 Tips for Lawyers Representing Lawyers," *com*, June, 2013
- Quoted, "How to avoid copyright infringement," *com*, February, 2013
- Quoted, "Law of Lawyering: A Burgeoning Field," *Law Week Colorado*, February, 2013
- Presenter, "Professional Liability with the Use of Social Media," CLE in Colorado program entitled "Preventing Legal Malpractice 2013: Protecting Yourself and Your Clients," February, 2013
- Presenter, "Hot Intellectual Property Issues for the Business Law Attorney," CLE, Colorado's Business Law Institute, November, 2009
- Author, "What the Matter with Metadata?," *36 The Colorado Lawyer* 113, November, 2007
- Author, "The Matrix Unloaded: Coping with Computer Spyware," *34 The Colorado Lawyer* 125, September, 2005
- Author, "Internet Privacy: Spam and Cookies – How to Avoid Indigestion While Binging at the World Wide Automat," *27 The Colorado Lawyer*, October, 1998

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- Colorado Bar Association, Ethics Committee
- Denver Bar Association

ADMISSIONS

- Colorado
- U.S. Court of Appeals for the Tenth Circuit
- U.S. District Court – District of Arizona
- U.S. District Court – District of Colorado
- U.S. District Court – Northern District of Illinois
- U.S. Supreme Court