

ATTORNEY

Charles F. Luce, Jr.

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Growing up in the Pacific Northwest, Charles let his imagination fly. Years later, Charles' life is still soaring - literally and figuratively - as an accomplished pilot, musician, chair of Moye White's Intellectual Property Group, and co-chair of its Law Practice Professionals Group.

A tenacious advocate, Charles counsels clients of every size on trademarks, copyrights, computer technology, Internet law, licensing, contracts, and other areas of intellectual property.

Merging passions for music, theatre, technology, literature, and law, Charles is uniquely suited to help technology companies, artists, and entertainers protect and defend their technology and artistic assets. While still in law school, his article, "Look What They've Done to My Song!," an analysis of the Copyright Act's compulsory license for audio recordings from a composer's point of view, won ASCAP's copyright law writing competition at the University of Oregon. The same year, "Scuttling the Air Pirates: Theories of Pay Television Signal Theft Liability," became the first published comprehensive analysis of legal remedies available for the misappropriation of cable and satellite television transmissions.

Years and dozens of publication credits later, Charles continues to mix legal insight and humor in pieces for *The Colorado Lawyer*, such as "Spam and Cookies: How to Avoid Indigestion While Binging at the World Wide Automat" and "The Matrix Unloaded: Coping with Computer Spyware."

AREAS OF CONCENTRATION

Attorney Regulation
Computer Technology
Contracts
Copyrights
Entertainment Law
Intellectual Property
Internet Law
Law Firm Risk Management
Legal Ethics
Trademarks
Trade Secrets

EDUCATION

University of Oregon, J.D.,
Order of the Coif
University of Colorado, B.A. *with distinction*, Phi Beta Kappa

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Charles is also a recognized authority in the “law of lawyering” and an expert witness in legal ethics. With more than 36 years of experience, he advises and assists both attorneys and law firms with risk and law firm management strategies, professional responsibility issues, client relationships, and ethics issues arising in litigation. A frequent lecturer and author on legal ethics, Charles provides creative counsel on:

- Law firm formation
- Mergers and dissolutions
- Business structure
- Advertising
- Client issues
- Ethics
- Bar admissions
- Hiring scenarios
- Malpractice standards
- Partnership disputes
- Risk management assessments to ensure compliance and enhance profitability

Combining his interests in technology and the law of lawyering, in the 1990’s Charles launched Charles Luce on Legal Ethics and the Practice of Law, the first website devoted to Colorado legal ethics, now hosted at ColoradoLegalEthics.com.

When not working, Charles may be found piloting his 1964 Cessna Skylane through the Rockies, courtside at the University of Colorado women’s basketball games, researching Colorado’s early aviation history, or playing half a dozen musical instruments. Together with his wife and three daughters, he supports three dogs, four lovebirds, and an African grey parrot named “Sherlock” at their home in rural east Boulder County. Charles enjoys playing and listening to jazz and classical music, and the works of Charles Dickens, Jasper Fforde, Kurt Vonnegut, and Bill Bryson.

PUBLICATIONS AND ARTICLES

- Author
“It’s Open Season on Soliciting Business Owners”
Law Week Colorado, September 2021
- Quoted
“Ethics Rule Change Proves Divisive”
Law Week Colorado, October 2017
- Author
“Cheezo Unit Prompts Potential Rules Change”
Law Week Colorado, September 2017

CREDENTIALS

5280 Magazine Top

Communications and
Technology Lawyer, 2015-2020

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)

AFFILIATIONS

Colorado Bar Association,

Ethics Committee

Denver Bar Association

ADMITTED

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

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- 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
- Quoted
“Marijuana Companies Try to Protect the Intellectual Property of Their
Pot Brands”
Mainstreet.com, March 2014
- Author
“Make sure you know when (and how) to fire a client”
Denver Business Journal, July 2013
- Quoted
“5 Tips for Lawyers Representing Lawyers”
Law360.com, June 2013
- Quoted
“How to avoid copyright infringement”
Bankrate.com, February 2013
- Quoted
“Law of Lawyering: A Burgeoning Field”
Law Week Colorado, February 2013
- 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

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SPEAKING ENGAGEMENTS AND PRESENTATIONS

- 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
- 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
- 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

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- Presenter
“Ethics: Staying out of Trouble”
CLE International program entitled “Public Financing: The Next Generation in Colorado,” April 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
- 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