



Emily Cooper

Of Counsel

1800 Broadway, Suite 300, Boulder, CO 80302

P 303.473.2870

ejcooper@hollandhart.com

Established and emerging companies rely on Emily's pragmatic, business-oriented counsel to proactively manage risk, and enforce their intellectual property rights.

PRACTICES

Intellectual Property
Intellectual Property Litigation
Global Trademark Brand Management

INDUSTRIES

Food, Beverage, and Consumer Products
Fitness and Outdoor Recreation
Technology

EDUCATION

Washington University School of Law,
J.D., 2006
cum laude
Washington University Law Review,
Notes Editor

Washington University, B.A., 2003
with honors

BAR ADMISSIONS

Colorado
Massachusetts
New York

With 15 years' experience in private practice and as senior IP counsel for a consumer products company, Emily understands the myriad day-to-day decisions involved in securing and protecting a brand's intellectual property assets. As outside counsel, she aids clients in developing strategies and implementing an array of brand protection and IP enforcement actions. In addition to representing clients in federal court litigation, before the Trademark Trial and Appeal Board, and in UDRP proceedings, Emily has extensive experience counseling clients in anti-counterfeiting measures and navigating the ever-changing landscape of online enforcement.

Emily works closely with clients to evaluate and manage legal, regulatory, and operational risks associated with consumer-facing products. Her expertise includes advising clients in the consumer electronics, health and beauty, food and beverage, fashion, and resort and hospitality industries.

Emily rejoins the firm after serving as in-house counsel for several years. She previously practiced at Goodwin Proctor LLP in New York and Boston.

EXPERIENCE

- Trademark Enforcement Strategies
- Trademark Trial and Appeal Board Proceedings
- Domain Name Management
- Anti-counterfeiting measures
- Strategic Trademark Portfolio Management

SPEAKING ENGAGEMENTS

"Balancing Online and Offline Brand Protection Priorities; Monitoring Online Markets and Social Media Platforms for Counterfeit Goods," *Global IP Exchange USA*, January 26-27, 2021

"Anti-Counterfeiting and Online IP Infringement Strategies," *18th Annual Rocky Mountain Intellectual Property & Technology Institute*, August 6, 2020

RECOGNITION

- World Trademark Review (WTR) 1000 - The World's Leading Trademark Professionals, Colorado, Bronze Band, 2025

PROFESSIONAL AND CIVIC AFFILIATIONS

- American Bar Association, Intellectual Property Section, Member
- Colorado Bar Association, Intellectual Property Section, Member