



## Emily Cooper

Of Counsel

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**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  
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

"Winning the War Against Counterfeiters," *World Trademark Review's Managing Trademark Assets and Brand Protection Online Masterclass*,

*Panelist, March 3, 2020*

**PROFESSIONAL AND CIVIC AFFILIATIONS**

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