Holland & Hart



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

Emily Cooper

Of Counsel

1800 Broadway, Suite 300, Boulder, CO 80302

P 303.473.2870

ejcooper@hollandhart.com

Consumer brands and social media personalities rely on Emily to build IP portfolios and enforce against copycats and counterfeiters, and turn trademark portfolios into a genuine corporate asset.

With deep experience in intellectual property law, Emily helps clients establish strong trademark, copyright, and design-right foundations, and turn them into genuine corporate assets by developing cohesive portfolio strategies and execute practical enforcement plans aligned with business goals.

Emily regularly works with high-growth startups scaling their IP strategies, and with creators building digital brands, partnerships, and brand-extension opportunities.

Emily brings a dual perspective from serving as both in-house counsel for a consumer products company and as long-time outside counsel, which informs her pragmatic, and risk-based approach to brand protection. She advises clients confronting counterfeiters, impersonators, and bad actors who often operate behind privacy shields, across platforms, and in foreign jurisdictions. Her experience includes federal court litigation, TTAB actions, domain proceedings, coordinated online takedowns, and customs enforcement.

She also helps companies protect authentic distribution channels against gray market activity and supply-chain vulnerabilities, including related investigations, border trainings, and product seizures. Before joining Holland & Hart, Emily practiced at an Am Law 20 firm in New York and Boston.

EXPERIENCE

IP Portfolio Assessment & Strategy

- Evaluates and builds IP portfolios across trademark, copyright, design rights, and patent assets
- Develops corporate policies to support enforcement and reduce risk
- Advises high-growth startups on scalable IP strategy from the ground up

Enforcement

- Federal Court litigation, including trademark, copyright and trade secret claims as well as counterfeiting cases

- Trademark Trial and Appeal Board (TTAB) proceedings
- UDRP domain name dispute proceedings
- DMCA takedowns and complex online enforcement across internet service providers
- Social media platform enforcement — brand infringement, impersonation, and counterfeit goods sales
- Grey market and parallel goods litigation and enforcement
- U.S. Customs recordals and border enforcement training

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