



## Noel M. Cook

### Partner

Noel is a member of the firm's Intellectual Property practice. He concentrates on trademark and copyright enforcement, litigation, counseling, prosecution and licensing. He specializes in the protection and enforcement of designs, images and trademarks. He has also practiced in business litigation, including intellectual property matters and complex insurance litigation. Noel has experience working with clients in a variety of fields, including product and furniture design, character merchandising, software/Internet, the outdoor and retail industries, and insurance coverage.

In addition, Noel is a frequent speaker on copyright and trademark law at INTA, Copyright Society and ABA meetings, among others, on topics including product design protection, trademarks on the Internet and damages in trademark and copyright cases.

#### Representative Work

Working directly with the top executive team of a major furniture retailer, Mr. Cook counseled the company on international protection of classic modern furniture designs and defended the retailer against multiple enforcement actions involving such designs. Re: settled favorably for client through mutually-beneficial business deal.

On behalf of an international character merchandising and entertainment company, led team in preparing, filing and successfully arguing three concurrent trademark and copyright infringement actions, obtaining TRO's, preliminary and permanent injunctions, monetary settlements and consent judgments.

Working directly with the top executive team of an international outdoor apparel and gear retailer, Mr. Cook took over the management of the company's global trademark portfolio, streamlining and re-focusing the scope of coverage in a cost-effective manner. As a result, the client saved tens of thousands of dollars while ensuring its important countries and classes of goods and services are covered.

#### Presentations

"Hot Topics and Current Issues in Copyright Law in the United States and the European Union," moderator, INTA Leadership Meeting (November 2019)

#### San Francisco

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#### Firm Leadership

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Intellectual Property Practice Co-  
Leader

#### Practices/Industries

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Intellectual Property  
Litigation & Dispute Resolution  
Product Liability & Torts  
Business Litigation  
Family Office Services

"Copyright Protection for Logos," INTA Annual Meeting (May 2017)

"Copyright Update," Akron Law IP Symposium (March 2017)

"Mediation Through INTA and WIPO," WIPO/USPTO (2016)

"Protection of Product Design in the U.S.," INTA Annual Meeting (2009)

### **Professional Affiliations**

The International Trademark Association (INTA), Copyright Committee, Vice-Chair 2018-19, Chair 2020-2021

The INTA Mediation Panel - 2008-present

The Copyright Society of the U.S.A., past Executive Committee Member, Trustee, and chapter chair

IP Advisory Council, University of Akron School of Law

The American Bar Association, IP Law Section, committee member and past subcommittee chair

### **Education**

J.D., Santa Clara University School of Law (1985)

A.B., cum laude, Kenyon College (1978)

### **Admissions and Courts**

California

District of Columbia

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Northern District of California

U.S. District Court for the Southern District of California

U.S. Court of Appeals for the Federal Circuit

### **Languages**

Conversational French and Italian