

Danielle Crinnion

Associate



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Boston

Technology Transactions
Intellectual Property
Emerging Companies
Mergers and Acquisitions
Fashion, Apparel and Beauty

Danielle, drawing on her background in public relations in the fashion and entertainment industry, counsels lifestyle, food and beverage, entertainment, and fashion brands on complex marketing and product collaborations with other brands, talent, and celebrity influencers, as well as other marketing programs, such as loyalty/rewards programs, referral programs, contests, giveaways and sweepstakes. She also advises clients on copyright and trademark usage and right of publicity matters.

Danielle has extensive experience counseling clients in drafting and negotiating complex commercial, intellectual property, and technology contracts. In addition, Danielle advises retail and consumer product clients on US Federal Trade Commission (FTC) regulatory matters, such as dark patterns, negative options, price advertising, endorsements, testimonials and recurring subscription programs.

Education

Boston College Law School
JD, 2017

Barnard College
BA, 2006

Admissions & Credentials

Massachusetts

New York