

## Cole A. Poppell

Associate



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Trademark, Copyright and Advertising  
Intellectual Property Litigation  
Digital Media and Entertainment  
Fashion, Apparel and Beauty  
Artificial Intelligence  
Internet and Social Media  
CooleyREG

Cole is a brand protection lawyer. He works with clients – ranging from celebrities to emerging companies to industry leaders – to build and secure their intellectual property rights. Advising on trademark, copyright and advertising, he helps brands select, adopt, and protect marks; register and protect copyrights; and develop sound advertising campaigns. Cole works with his team to secure successful results in federal litigation and administrative proceedings. He also provides counsel for transactional matters involving the transfer of intellectual property.

Before joining Cooley, Cole served as a volunteer law clerk to Judge Marcia Morales Howard of the US District Court for the Middle District of Florida. He interned for the US Attorney's Office for the Eastern District of Virginia while attending law school, where he served as the executive articles editor for the William & Mary Business Law Review.

Prior to law school, Cole worked in operations for a corporate law firm that focused on counseling high-growth companies. He also sat on the board of directors for the North Florida chapter of the Association for Corporate Growth, serving as founding chair of its young professionals' program.

## Education

William & Mary Law School  
JD, 2023

University of North Florida  
BBA, 2019

University of North Florida  
BA, 2019

## Admissions & Credentials

District of Columbia

## Memberships & Affiliations

International Trademark Association (INTA)

American Bar Association (ABA)

Jacksonville Federal Court Bar Association