

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

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, 2015

University of North Florida
BA, 2015

Admissions & Credentials

District of Columbia

Memberships & Affiliations

International Trademark Association (INTA)

American Bar Association (ABA)

Jacksonville Federal Court Bar Association