ArentFox Schiff LLP
Attorneys

# Michelle A. Cooke

PARTNER

Michelle anchors her practice in intellectual property (IP) with a global perspective and solutions orientation.

## Industries

AI & Emerging Technologies
Media & Entertainment

## Practices

Copyright
Trade Secrets, Noncompetes & Employee Mobility
Trademark

## Education

University of Virginia School of Law, JD
University of Virginia, BA


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Michelle works with CEOs and senior executives of established and emerging brands—with a particular presence in the media and entertainment, consumer products, beauty and wellness, fashion, and social media industries—to develop dynamic global brand and content strategies. Companies seek her counsel on multi-jurisdictional IP disputes and industry transformative technologies, including digital assets, GenAI, and Web3.

At the firm, Michelle co-leads the Media & Entertainment team, which advises some of the world's top movie studios, television producers and broadcasters, music services, and multimedia developers and publishers. She also co-leads the firm's AI & Web3 Task Force helping clients maintain, protect, and navigate IP rights and legal challenges arising from technological developments.

She has been repeatedly ranked and recognized nationally by numerous publications, including *Chambers USA*, *Legal 500 US*, *World Trademark Review*, *Daily Journal*, *Los Angeles Business Journal*, and other notable organizations for her work with IP owners to establish, expand, and optimize their brands, plan for content development, as well as enforce and protect their most valuable assets.

## Client Work

Michelle develops strategic business solutions and global programs focusing on IP (including brands and copyrights), digital assets, content, technology, and privacy. She guides clients in navigating the legal terrain of IP and AI law and offers strategic insights and comprehensive guidance to protect clients' control and ownership of their works.

In addition to client counseling, Michelle negotiates licensing, distribution, manufacturing, and development agreements, guides the sale and acquisition of international IP rights, and structures internal policies to govern the creation and use of IP, social media activity, user-generated content, and personal data. She runs IP audits and builds and manages trademark and copyright portfolios. A substantial part of her practice is the protection of client IP rights with a robust and international policing and enforcement practice.

Michelle's work in the digital and online space includes counseling clients on digital assets and

content, trade secrets, technology, and privacy and data. She develops policies and procedures on the use, development, and distribution of content and the collection, use, transfer, and protection of privacy and data. Michelle understands the IP and privacy challenges and benefits for companies operating on multimedia platforms and Web3 that result from GenAI.

**Representative Matters**

- Led the IP team for multiple acquisitions by a client of multi-media platforms, content, podcasts, and streaming of entertainment and sports-related content.
- Represented multimedia and international entertainment companies with multiple brands on international IP establishment of rights and protection for computer and online games; online distribution of film, television, and original content; downloads; applications; and more.
- Represented a major fashion house in the licensing of their first NFT.
- Led the analysis and risk assessment of a trademark portfolio, copyright portfolio, and online and multimedia assets spanning over 50 countries in a $1.3 billion acquisition in an entertainment-related industry.
- Resolved successfully a multi-jurisdictional trademark dispute for a beauty and skincare company.
- Advised a multimedia company in multiple mergers and acquisitions of television stations, which included extensive IP portfolios of trademarks, online content, technology and software, and related agreements and privacy and data evaluation.
- Assisted an entertainment company in expanding into a multimedia platform, including television and an interactive online presence.
- Led a team on all IP matters, technology-related agreements, and privacy and data issues for an emerging digital social media company, including multi-year negotiations for the licensing of trademarks and content.
- Advised a data storage company on novel legal issues, including civil and criminal law, on streaming and computer-generated images.
- Assisted multiple celebrity fashion designers in establishing, protecting, and enforcing their brands internationally.
- Worked with numerous artists in film, television, and music in protecting and monetizing their IP and name, image, and likeness (NIL).

## Presentations

- Panelist, “Lessons Learned the Hard Way,” Trademark Enforcement: Basics for New Registrants (October 23, 2024)
- Panelist, “Into the Metaverse: Challenges and Opportunities in This Booming Market,” Digital Media Wire’s Annual LA Games Conference (May 10, 2022)

## Recognitions

- Ranked, “Intellectual Property: Trademark, Copyright & Trade Secrets (California),” *Chambers USA* (2014–2026)
- Named one of the “Top Intellectual Property Attorneys in California,” *Daily Journal* (2015–2024)
- Named one of the “WTR 1000: World’s Leading Trademark Professionals,” *World Trademark Review* (2024-2025)
- Ranked, “Trademarks: Non-Contentious,” *Legal 500 US* (2023)
- Named one of the “Most Influential Minority Attorneys,” *Los Angeles Business Journal* (2016, 2019–2022)
- Bronze Ranking, “California: Enforcement and Litigation,” *World Trademark Review 1000* (2017–2022)
- Silver Ranking, “California: Prosecution and Strategy,” *World Trademark Review 1000* (2013–2022)
- Named one of the “Most Influential Women Lawyers,” *Los Angeles Business Journal* (2017, 2019–2022)
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Featured, “Leaders Of Influence: Minority Attorneys,” *Los Angeles Business Journal* (January 24, 2022)

- Featured, *Southern California Super Lawyers*, Intellectual Property (2009–2020)
- Ranked, “Intellectual Property: Trademark, Copyright & Trade Secrets (USA),” *Chambers Global* (2016–2018)
- Named one of the “Most Influential Black Lawyers,” *Savoy Magazine* (2015, 2018)
- Named one of the “Top Women Lawyers in California,” *Daily Journal* (2017)
- Named one of the “Most Influential Intellectual Property Lawyers,” *Los Angeles Business Journal* (2017)

## In The News

Michelle has been quoted by major national news outlets and agencies, including *Bloomberg Law and Law360.*

- Some First Reactions on What a Second Trump Presidency Will Mean for IP , IP Watchdog (November 6, 2024)
- First NFT Trademark Trial Pits Hermès Against MetaBirkin Artist , Bloomberg Law (January 27, 2023)
- ArentFox Schiff Launches Metaverse Enforcement Team , Law360 *(*January 5, 2023)

## Boards, Memberships & Certifications

- Board of Directors, Los Angeles World Affairs Council & Town Hall
- Board of Directors, Jack Daniel’s Properties, Inc.
- Intellectual Property Section, Los Angeles County Bar Association
- Member, Black Women Lawyers Association of Los Angeles

### Bar Admissions

California
District of Columbia