ArentFox Schiff LLP
Attorneys

Elizabeth H. Cohen

PARTNER

Elizabeth practices in the areas of trademarks, copyrights, and other areas of intellectual property and litigation.



Industries

AI & Emerging Technologies
Beverage & Food
Fashion & Retail Law
Media & Entertainment

Practices

Complex Litigation
Copyright
Trademark
— Domain Name Disputes
— Trademark & Unfair Competition Litigation

Education

New York University School of Law, JD, 1991
Goucher College, BA, Phi Beta Kappa, 1988

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Elizabeth Cohen is a trusted strategic advisor to some of the most sophisticated companies and individuals in the country. From Fortune 500 companies, major retailers, and leading FinTech companies to entertainment studios, fast-scaling startups, and mid-size businesses, Elizabeth brings elite legal skill and real-world business acumen to every engagement.

Elizabeth's practice spans intellectual property, corporate counseling, AI governance and regulation, retail and consumer products, and complex commercial matters. Her IP work is both broad and deep — she handles trademark protection, enforcement, branding strategy, innovation, clearance, and portfolio counseling, as well as copyright enforcement across entertainment, software, and publications, including takedowns and UDRP proceedings. She manages worldwide portfolios of marks across nearly every trademark office in the globe, driving efficiencies that save clients time and money without sacrificing coverage. She is recognized in *Chambers* and other leading ranking publications for her ability to deliver practical, forward-looking advice on the issues that matter most to her clients.

A leader in AI governance and regulation, Elizabeth advises companies on how to responsibly and strategically enhance their use of artificial intelligence — from compliance frameworks and risk mitigation to leveraging AI as a competitive advantage. Her counsel helps clients adopt AI with confidence, navigating an evolving regulatory landscape while unlocking real business value.

Her litigation experience in both state and federal courts is not merely a credential — it actively informs the way she counsels clients, anticipating disputes before they arise and structuring transactions to withstand scrutiny. That perspective, paired with her ability to manage large, cross-functional legal teams, makes her a force multiplier for organizations navigating complexity at scale.

Elizabeth has a proven track record of helping businesses grow. She stewarded a beverage company's expansion from operations in 11 states to over a billion dollars in annual sales, advising at inflection points along the way, and helped a footwear business scale. Whether a client is entering new markets, protecting proprietary technology, launching a consumer brand, or building an IP portfolio from the ground up, she delivers strategy that drives measurable results.

Elizabeth also maintains a distinguished private client practice, advising high-net-worth individuals, large family-owned enterprises, and public figures — including celebrities — on their IP needs and

business interests with the highest level of discretion. Her clients trust her not only for her legal expertise, but for her judgment, candor, and commitment to their long-term success.

Client Work

Elizabeth tailors her practice to the needs of her clients. She is always mindful of legal budgets and the business implications of legal advice when consulting with clients about their intellectual property rights.

She manages large domestic and international trademark portfolios for major companies, advises on the selection and clearance of trademarks as well as clearance of product designs and packaging, and handles the filing and prosecution of domestic and international trademark applications. She routinely assists clients regarding trademark enforcement programs, licensing, Internet and domain name issues, and provides general advice and strategy regarding the protection of intellectual property. Elizabeth has advised companies on all aspects of marketing and advertising issues including claim evaluation. The matters she has handled also include copyright, utility and design patent issues, as well as federal and state unfair competition.

Many disputes can be settled, but when that is not possible, Elizabeth has been involved with all aspects of intellectual property litigation, including jury trials, on trademark, copyright, and patent infringement law, false advertising, domain name, and Internet issues and has extensive experience litigating before the US Patent and Trademark Office's Trademark Trial and Appeal Board (TTAB), as well as Federal courts across the country.

Elizabeth also handles pro bono matters, and for many years has represented the Center for Women and Public Policy as well as other nonprofit organizations.

Previous Work

Before joining ArentFox Schiff, Elizabeth practiced in other firms in New York City and Atlanta.

Professional Activities

An active member of several professional associations, Elizabeth currently holds membership in: the International Trademark Association (INTA), where she has served on many committees; the American Intellectual Property Law Association (AIPLA); the New York Intellectual Property Law Association (NYIPLA); and the American Bar Association.

Publications, Presentations & Recognitions

Elizabeth has been recognized as a leading attorney by the following publications and associations:

- *The Legal 500* for Media & Entertainment and Trademarks – Litigation
- *World Trademark Review*'s WTR1000 for Prosecution Strategy – the publication lauded Elizabeth for providing "trenchant and tailored advice on everything from registration to enforcement."

Elizabeth is part of ArentFox Schiff's national intellectual property team that has also been widely recognized. The team's recognitions include:

- *Chambers* for Intellectual Property: Trademark, Copyright & Trade Secrets
- *The Legal500* for Intellectual Property: Copyright, Intellectual Property: Patent Prosecution, Intellectual Property: Trademarks – Litigation, and Intellectual Property: Trademarks – Non-Contentious
- *World Trademark Review*'s WTR1000 for Enforcement Litigation and Prosecution Strategy
- *U.S. News & World Report*'s Best Law Firms for Trademark Law, Copyright Law, Litigation: Intellectual Property, Litigation: Patent, and Patent Law
- *Best Lawyers in America* for Copyright Law, Litigation – Intellectual Property, Litigation – Patent, Patent Law, and Trademark Law

Elizabeth's publications include:

- Quoted, "USPTO guidance a 'good reminder' of best AI practices," ManagingIP, April 2024
- "USPTO must back up new TM sanctions with action: in-house", *Managing IP*, January 12, 2022
- "Packaging Alert: Every Dog Has His Day, Except at the TTAB", February 2018
- "Opening Pandora's Trademark Box Resets Disparagement Bar," *Law360*, January 2016
- "Federal Circuit: Unconstitutional to Deny Trademark Registrations as 'Disparaging,'" December 2015
- "SMART ONES and SMART BALANCE Not Confusingly Similar in Light of Peaceful Co-Existence," *World Trademark Review*, April 2015
- "In re Bose: The New/Old Fraud Standard," *The Maryland Bar Journal*, May/June 2010 (This edition of the Bar Journal won an award for "Excellence, Creativity and Professionalism in Bar Communications.")
- "Chapter 3: Disclosures and Discovery," *The Legal Strategist Guide to Trademark Trial and Appeal Board Practice* (with co-authors David Kera and Beth Chapman), published 2010 by the ABA Intellectual Property Section
- "Copyright Infringement and the Internet," *IP Value* 2004; (Globe White Pages ed. 2004)
- "Trademark Litigation in the United States," *Building and Enforcing Intellectual Property Value*; (Globe White Page ed. 2003)

Elizabeth's speaking engagements include:

- "Copyright and Trademark Protection for Part Numbers," Original Equipment Manufacturers' Association, Detroit, MI
- "Data Ownership in Clinical Trials," 2nd Annual Internet Solutions for Clinical Trials, Washington, DC
- "Ethics in Trademark Practice," INTA Annual Meeting, Seattle, WA

Bar Admissions

District of Columbia
Maryland
New Jersey
New York

Court Admissions

Supreme Court of New Jersey
Supreme Court of the United States
US District Court, District of Maryland
US District Court, Eastern District of New York
US District Court, Northern District of California
US District Court, Southern District of New York
US Court of Appeals, 9th Circuit
US Court of Appeals, 2nd Circuit
US Court of Appeals, 3rd Circuit
US District Court, District of Columbia