

True Representation, Real Results

Fast-growing global law firm Cooley's transformative approach to diversity, equity, and inclusion (DEI) includes seamless alignment with client values. Clients confirm that putting high-performance diverse teams on every facet of every engagement means Cooley's counsel is made to deliver optimized outcomes.

With a powerhouse platform in technology and life sciences, Cooley reflects the collaborative, entrepreneurial character of its cutting-edge clients. From tracking diverse representation in pitches and client teams to training lawyers on anti-racism, micro-inequities and allyship, DEI animates purpose and action firmwide. "DEI is our fuel for innovation," says Palo Alto-based Technology Transactions partner TJ Graham, who sits on Cooley's board of directors and chairs its Diversity Committee. "We're passionate about building a culture that respects, values, and celebrates differences, and we're relentless to drive real change."

ALIGNING VALUES

For New York City-based Antitrust and M&A partner Tanisha A. James, "the rooting of DEI infrastructure and cultural competency in Cooley's DNA by the firm's leaders" has allowed her to flourish as a practitioner.

"Our rigorous, all-inclusive talent development and retention model fosters a safe, entrepreneurial environment for Black, women, and other diverse lawyers to excel as their true selves," says James, who chairs the firm's Black Attorney Affinity Group. "We succeed, and clients get the best possible representation."

Emblematic relationships include regenerative medicine leader ACell. "Growing our business often involves addressing unfamiliar or novel issues," says ACell COO and GC Chris Branch. "Groupthink will not work, which is where Tanisha and her team, and Cooley as a firm, deliver on diversity. By bringing their range of experiences to the table, they are uniquely equipped to answer our business and strategic challenges."

New York City-based Litigation partner Joseph Drayton is "proud" of the ready availability of diverse teams at Cooley. "It's central to our value proposition in achieving the best

"I don't have to advocate for or think about DEI with Cooley. It's ingrained in their culture, along with legal excellence and sage counsel."

—Chris Branch, COO & GC, ACell

results for clients," says Drayton, who in 2018 served as the 76th president of the National Bar Association. "Litigation entails storytelling based on experience. Having lawyers from differing ethnic, racial, or historically underrepresented backgrounds enhances how you identify with clients—and how you present in court."

Case in point: women-driven dating and networking company Bumble, which retained Cooley early on to defend a patent lawsuit in the U.S. "Joe's legal acumen impressed us by the way he simplified complicated legal concepts," says Mariko O'Shea, Bumble's London-based general counsel. "He assembled a diverse team of similarly talented lawyers, most of whom were women, to guide our CEO, Whitney Wolfe Herd, and our other women leaders through the process. In this matter and others, having partners that speak our language and closely understand our needs is invaluable."

"Responsive, and results-driven, Cooley stays on top of fast-developing technology trends. And the firm's commitment to DEI aligns with our culture of empowering women and underrepresented talent."

—Mariko O'Shea, GC, Bumble



NYC-based Litigation partner [Joseph Drayton](#) is a first chair trial lawyer specializing in complex IP and commercial matters.



NYC-based Antitrust and M&A partner [Tanisha A. James](#) chairs the firm's Black Attorney Affinity Group.



Palo Alto-based [TJ Graham](#) sits on Cooley's board of directors and chairs its Technology Transactions practice and Diversity Committee.