Cooley

Susan Piascik Christoff

Special Counsel



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Trademark, Copyright and Advertising

Susan focuses her practice on client counseling, licensing, due diligence analyses and litigation in the fields of trademark and copyright law. She advises clients on trademark selection, clearance, adoption and use; domestic and international trademark prosecution and enforcement; trademark portfolio management; and the development of comprehensive branding strategies.

Susan represents clients before the US Trademark Trial and Appeal Board and in internet domain disputes in front of the World Intellectual Property Organization. She also has experience in anti-counterfeiting enforcement matters, including working with customs authorities in the US and abroad to detect and detain counterfeit goods.

In addition to her practice, Susan is an active member of the International Trademark Association, where she serves on the Public Information Committee.

While at the University of Richmond School of Law, she acted as external affairs editor for the Richmond Journal of Law and Technology and served as a member of the Client Counseling and Negotiation Board.

Before law school, Susan was a patent examiner at the US Patent and Trademark Office in the mechanical technologies group.

Education

University of Richmond School of Law JD, cum laude, 2006

University of Virginia BS, 2001

Admissions & Credentials

District of Columbia

Court Admissions

US District Court for the Eastern District of Virginia

Rankings & Accolades

World Trademark Review 1000: Top Trademark Lawyer (2026)

Chambers USA: Intellectual Property: Trademark, Copyright & Trade Secrets – District of Columbia (2023 – 2026)

Memberships & Affiliations

American Bar Association (ABA)

Virginia Bar Association - Intellectual Property Division