Cooley

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Intellectual Property
Trademark, Copyright and Advertising
Copyright
Pharmaceutical and Medtech Branding
Fashion, Apparel and Beauty
Artificial Intelligence
Wellness

John Paul litigates trademark and copyright disputes in federal courts throughout the US. He manages international trademark portfolios for clients in a variety of industries – including clearance, prosecution, counseling and handling matters pending before the Trademark Trial and Appeal Board (TTAB) at the US Patent and Trademark Office (USPTO). JP also advises on trademark- and copyright-related aspects of corporate transactions, counsels clients on cutting-edge artificial intelligence (AI) issues, and is an active member of Cooley's AI task force.

In addition to his practice, JP is an active member of the International Trademark Association (INTA), where he has had leadership roles on committees. JP currently serves on INTA's Enforcement Committee.

JP has been named annually as a top trademark attorney in the World Trademark Review 1000 since 2019.

JP's representative matters include:

- Represented a leading generative AI developer in defending against copyright infringement claims (C.D. Cal.)
- Defeated an application for a temporary restraining order and a motion for preliminary injunction based on allegations of trademark infringement, representing one of the world's fastest growing AI software companies (SDNY)
- Defeated a motion for preliminary injunction in trademark litigation involving energy drinks (C.D. Cal.)
- Represented a publicly traded edtech company in copyright litigation and obtained settlement (D.N.J.)
- Prevailed on a motion to dismiss claims based on alleged trademark infringement, violation of the Illinois Consumer Fraud and Deceptive Business Practices Act (ICFA), and violation of the Illinois Uniform Deceptive Trade Practices Act (UDTPA) (Circuit Court of Cook County, Chancery Division)
- Represented a pet health company in a trademark infringement action relating to gray market goods and obtained settlement (M.D. Fla.)
- Represented a publicly traded life sciences company in a TTAB trial and related civil action in federal court and obtained settlement (N.D. Ohio)
- Represented R80 LLC in trademark infringement litigation in *R80 LLC v. Societe des Produits Nestlé S.A. et al.*(D. Md.)

- Represented Charlotte's Web in *Charlotte's Web, Inc. v. AAXLL Supply Co LLC d/b/a Balance CBD* and obtained stipulated judgment on trademark and false advertising claims (N.D. Cal.)
- Represented Allbirds in litigation involving trademark, trade dress and false advertising claims in *Allbirds, Inc. v. Giesswein Walkwaren AG* and obtained settlement (N.D. Cal.)
- Represented 23andMe in connection with trademark and false advertising claims in *23andMe, Inc. v. Ancestry.com DNA, LLC, et al.* and obtained settlement (N.D. Cal.)
- Advised Kylie Jenner's cosmetics company on a $600 million long-term strategic partnership, and advised Kim Kardashian's cosmetics company on a $200 million strategic transaction
- Established the fame of the TiVo trademark and prevailed on a claim for trademark dilution after oral arguments at the USPTO with a precedential decision in *TiVo Brands LLC v. Tivoli, LLC* (TTAB)
- Represented online home community Houzz in a trademark and unfair competition lawsuit in *Houzz Inc. v. ODL, Incorporated et al.* and obtained settlement (N.D. Cal.)
- Defeated a motion for preliminary injunction and won copyright case on summary judgment in defense of a Chinese company sued for copyright infringement in *DaVinci Editrice S.r.l. v. Ziko Games, LLC et al.* (S.D. Tex.)
- Defeated a motion for preliminary injunction and obtained settlement in a trademark case, *Nordstrom, Inc. v. 7525419 Canada Inc. d/b/a Beyond the Rack, et al.* (W.D. Wash.)
- Obtained a permanent injunction, an order for transfer of 54 domain names and an award of $2.23 million in damages, along with costs and reasonable attorney fees, on behalf of BitTorrent in a trademark and cyberpiracy case, *Bittorrent, Inc. v. Bittorrent Marketing GmbH* (N.D. Cal.)
- Obtained summary judgment in a USPTO cancellation action for nonuse (TTAB)
- Represented a mix of underwriters and issuers in a combined total of 25+ initial public offerings
- Managed global trademark portfolios for hundreds of innovative companies

JP's publications, presentations and speaking engagements include:

- Faculty presenter, "Trademark Overview – Hot Topics and Current Trends," Intellectual Property Law Institute 2026, PLI Practising Law Institute, September 2026
- Presenter, "Trademark and Copyright Law – What Shaped 2025, What's Next in 2026," Cooley's 2026 CLE Webinar Series, March 2026
- Faculty presenter, "How AI is Affecting the Practice of Trademark Law," Intellectual Property Law Institute 2025, PLI Practising Law Institute, September 2025
- Faculty, "Generative Artificial Intelligence and Legal Ethics," 2025 Artificial Intelligence Institute, hosted by New York City Bar, June 2025
- Presenter, "AI Legal Trends in 2025: Intellectual Property and Commercial Considerations," Association of Corporate Counsel (ACC) New York City CLE Program, May 2025
- Host, "Annual Case Law Review," INTA North America Roundtable, January 2025
- Presenter, "Copyright and Trademark Update – New Cases, Generative AI Developments and 2025 Outlook," Cooley Legal Insights: A CLE Webinar Series, December 2024
- Faculty presenter, "AI and Trademark Infringement," Intellectual Property Law Institute 2024, PLI Practising Law Institute, October 2024
- Panelist, "Corporate Authorship," 2024 Copyright Symposium, co-hosted by UCLA Institute for Technology, Law and Policy and The McCarthy Institute at Arizona State University's Sandra Day O'Connor College of Law, March 2024
- Panelist, "Emerging Issues in Generative AI," Columbia Law School 2024 Private Sector Career Symposium, March 2024
- Presenter, "Copyright and Trademark Update: New Case Law, Generative AI Developments and 2024 Outlook," Cooley CLE Speaker Series webinar, December 2023
- Author, "Supreme Court Ruling Confirms Limits on Parody Defenses to Trademark Claims," Cooley alert, June 2023
- Panelist, Generative AI Summit, presented by A.Team, Cooley and OpenAI, May 2023
- Presenter, "Legal Implications of Generative AI," April 2023
- Guest lecturer, "IP Issues and Entrepreneurship," University of Pennsylvania Wharton MBA program

and New York University Law School

- Presenter, “Recent Developments and Current Trends in Trademark Law: 2022 Update and 2023 Outlook,” Cooley CLE Speaker Series webinar, December 2022
- Presenter, “Preparing for the Trademark Modernization Act and CASE Act,” Lexology webinar, December 2021
- Presenter, “Recent Developments and Current Trends in Trademark Law: Update From 2021 and Outlook for 2022,” Cooley CLE Speaker Series webinar, December 2021
- Presenter, “Cooley U – Intellectual Property Basics,” Cooley U webinar series, December 2020
- Presenter, “Recent Developments and Current Trends in Trademark Law,” Cooley CLE Speaker Series webinar, December 2020
- Presenter, “Key Developments in Trademark and Advertising Law in 2019,” Cooley MCLE – San Diego 2019/2020 and Cooley MCLE – Santa Monica/Los Angeles 2019/2020
- Panelist, “Global IP Security,” The Future of Intellectual Property: Examining IP in a Changing World summit, sponsored by the Michelson 20MM Foundation and the Michelson Institute for Intellectual Property in partnership with the University of Southern California, November 2019
- Speaker, “Shades of Gray: Current Issues in Parallel Importation Law – A Global Perspective,” INTA Annual Meeting, May 2019
- Presenter, “Hot-Button Issues in Trademark and Copyright Enforcement and Litigation,” Cooley CLE Program, April 2019
- Author, “Trademark Considerations and Naming Venture Capital Funds,” TheFundLawyer blog, April 2018
- Moderator, “The Trademark Specialist’s Role in Corporate Finance and M&A Transactions,” INTA Annual Meeting, May 2017
- Panelist, “Protecting Intellectual Property,” Corporate Structure in an Emerging Market: Rethinking the Lawyer’s Role in Local Business Trends symposium, sponsored by Pepperdine Law’s Journal of Business, Entrepreneurship & the Law, March 2016
- Moderator, “Private Trademark Decisions: Online Service Providers Acting as Arbiters,” INTA Annual Meeting, May 2015
- Speaker, “Making Your Name on the Global Stage: How to Build and Protect Strong Trademarks Worldwide,” Cooley China High-Growth Companies Workshop, May 2014
- Panelist, “Legal for Startups: Building Value While Mitigating Risk,” Silicon Beach Fest, June 2013
- Co-author, “2010 Trademark Law Decisions of the Federal Circuit,” American University Law Review, April 2011

Education

University of Notre Dame Law School JD, 2008

University of Pittsburgh BS, 2005

University of Pittsburgh BA, 2005

Admissions & Credentials

California

New York

Pennsylvania

US Patent and Trademark Office (USPTO)

Court Admissions

US District Court for the Central District of California

US District Court for the Northern District of California

US District Court for the Southern District of California

US District Court for the Southern District of New York

US District Court for the Eastern District of New York

US District Court for the Eastern District of Pennsylvania

Rankings & Accolades

Chambers USA: Intellectual Property: Trademark, Copyright & Trade Secrets – New York (2026)

Managing Intellectual Property: IP Star

The Legal 500 US: Trademarks: Litigation (2024 – 2025)

World Trademark Review 1000: Top Trademark Lawyer

Memberships & Affiliations

International Trademark Association