Cooley

Jessica Williams

Associate



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Trademark, Copyright and Advertising

Jessica works with emerging companies and major brands across industries, including technology, health, finance, media and nonprofits, to develop a comprehensive intellectual property strategy. This includes conducting trademark clearance searches, securing trademark and copyright registrations, and enforcing intellectual property rights against infringement. Jessica has experience before the Trademark Trial and Appeal Board as well as in federal trademark and copyright litigation.

Outside her practice, Jessica is a member of Cooley's pro bono committee and inclusion alliance and an active member of the International Trademark Association, where she serves on the indigenous rights committee.

While at Berkeley Law, Jessica was senior diversity editor of the California Law Review and co-editor-in-chief of the Berkeley Journal of Gender, Law & Justice. She co-chaired the Womxn of Color Collective, served on the board of Law Students of African Descent and was a student in the East Bay Community Law Center's Consumer Justice Clinic. Before law school, Jessica worked in social justice, education, entertainment and communications.

Publications

- Author, "Looking a Certain Way: How Defunct Subjective Standards of Media Regulation Continue to Affect Black Women," California Law Review, February 2023

Education

University of California, Berkeley, School of Law JD, Race and Law Certificate, Public Interest and Social Justice Certificate

Georgetown University MPS, Public Relations and Corporate Communications

Washington University in St. Louis BA, Film and Media Studies

Admissions & Credentials

District of Columbia

California

Court Admissions

US District Court for the Northern District of California