



Jessica Cohen-Nowak

Of Counsel
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Overview

Jessica Cohen-Nowak helps clients ranging from startups to the Fortune 500 protect and enforce their brands through trademark and copyright counseling, strategy, and litigation.

With extensive experience representing clients in the retail and e-commerce space — and a particular focus on luxury goods — Jessica has advocated for companies across a wide range of industries in all aspects of their trademark and copyright matters, including defending cases with billions of dollars at stake. She routinely represents clients in federal court and *inter partes* review proceedings in litigation matters relating to trademark, trade dress, unfair competition, false advertising, copyright, trade secrets, and design patents.

Jessica's broad experience also includes successfully defending false advertising class action claims and complex Computer Fraud and Abuse Act claims related to the scraping of copyright-protected works. She advises on best practices in advertising, social media marketing, and celebrity endorsements, working with clients to secure and protect their intellectual property on a global scale.

Both a decisive litigator and a pragmatic advisor, Jessica formulates litigation strategy and comprehensive counsel that keeps clients' business needs at the forefront. She is an enthusiastic advocate for her clients' success and is adept at identifying creative, efficient solutions for their legal concerns.

Outside of her trademark and copyright practice, Jessica dedicates time to pro bono representation of unaccompanied minors in immigration matters through Kids in Need of Defense.

Recognitions & awards

Ones to Watch

Best Lawyers 2023-2025

Rising Star

Super Lawyers 2018-2024

News

Media Coverage | December 18, 2024

Of Counsel Jessica Cohen-Nowak Outlines Critical Steps to Safeguard Your Brand Against Scammers

eCommerce Fastlane

News | August 15, 2024

101 Fish Attorneys Included in the 2025 Edition of *The Best Lawyers in America*

Services

Trademark & Copyright Counseling & Prosecution

Trademark, Copyright & Media Litigation

Advertising & Marketing

Domain Names & Internet

TTAB Oppositions & Cancellations

Digital Millennium Copyright Act

Transactions & Agreements

Industries

Digital Media & E-Commerce

Admissions

New York

New Jersey

U.S. District Court for the Southern District of New York

U.S. District Court for the District of New Jersey

Education

J.D., Yeshiva University, Benjamin N. Cardozo School of Law (2014)

B.A., University of Wisconsin, Madison (2009)
