HUSCH BLACKWELL

Allison Cole

ASSOCIATE

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OVERVIEW

Allie strategizes with clients to build and protect their trademark portfolios.

Allie's trademark focus was serendipitous: early in her legal career, a client requested her for assistance in managing an international trademark portfolio for a medical device company. She soon discovered that she loved the practice area, with its emphasis on collaborative strategy and its focus on a brand's identity. Allie loves partnering with clients to build tangible intellectual property assets, and she understands how essential IP is to businesses at every stage.

While her practice is primarily devoted to trademarks and trademark portfolios, Allie also assists with copyrights and regularly drafts both trademark and copyright applications, as well as responses to office actions from the USPTO. She works closely with clients to develop customized strategies to build and protect portfolios both domestically and around the world, and she has collaborated with international counsel in Europe, Asia, Africa, and the South Pacific. In addition to overall trademark and copyright management, Allie also assists with occasional litigation and trademark and copyright infringement lawsuits.

Allie represents clients in a wide range of industries but is particularly experienced with breweries and medical device companies. In addition to large corporations, she has worked extensively with small businesses, startups, and emerging companies, usually working directly with business owners.

Her experience with business owners is an essential part of her approach to all client service: Allie recognizes the vital role businesses play in the lives of their owners and employees and understands the critical importance

Industry

Financial Services & Capital Markets

Services

Alcohol Beverage
Copyrights
Intellectual Property
Intellectual Property Counseling
Trademarks

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of trademarks and copyrights to these enterprises. Allie approaches each client's concerns with both seriousness and a personal touch and values each client as an individual.

Experience

- Led trademark docket management operations and managed international trademark applications for startups and businesses across industries, including collaboration with international counsel.
- Drafted trademark applications for clients at the United States Patent and Trademark Office and responses to office actions for trademark applications.
- Assisted in trademark infringement lawsuits by drafting complaints, motions, and methods for alternative service.
- Managed international trademark portfolio for medical device company.
- Drafted and reviewed contracts for small and medium size businesses.
- Drafted complaints and motions for business disputes for civil litigation practice group.

Recognition

- Minnesota Super Lawyers, Rising Star, 2025

Education

- J.D., University of St. Thomas School of Law
- B.A., Oberlin College

Admissions

- Minnesota
- U.S. District Court, District of Minnesota

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Community Leadership

- Breck School Alumni Counsel Member, 2023 Alumna of the Year
- Twin Cities Ballet, Board Member
- Special Olympics Minnesota, Volunteer
- The Dot Twin Cities

2025 Pro Bono Champion

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