LISABETH H. COAKLEY

SENIOR COUNSEL / DETROIT METRO OFFICE



Beth's career is marked by her dedication to safeguarding her clients' brands in order to protect and maximize their value in the global market. With more than 40 years of combined experience as in-house and outside counsel, Beth designs customized worldwide strategies that achieve her client's business objectives in branding. She prosecutes, enforces, licenses and maintains some of the world's most famous trademarks.

Beth has extensive prosecution and administrative litigation experience before the USTPO, TTAB, Federal Court and Federal Circuit Court of Appeals, and has first-chaired several civil jury trials. Beth's practice also includes a host of contested matters including counterfeit goods, Customs enforcement and seizures, e-commerce, domain name disputes, dilution and unfair advertising and trade practices. Notably, Beth served as counsel to the most frequent Opposer in the U.S. for many years, and she aggressively defends and enforces her client's trademark rights on a global scale. Her clients tell her she consistently delivers *prompt and practical solutions.*

Beth is the past Chair of the State Bar of Michigan Intellectual Property Law Section and also the past Chair of the firm's Diversity & Inclusion Committee.

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Leading Lawyers℠ LISABETH H. COAKLEY PEER SELECTED 2023

TOP 250 WOMEN IN IP 2019 Managing Intellectual Property IPSTARS

Client Recommendations

"She is a rare expert that is much more a partner than a supplier; she is engaging and I am continually impressed with her services."

"Beth has a special gift to look at projects in a variety of ways; she is able to develop creative strategies for unique trademark situations."

"She understands our company and industry inside and out; she has great flexibility in working with her clients and she is unerringly thorough."

"She asks probing and smart questions; she quickly grasps the nuances and potential impacts."

"She knows worldwide trademark laws and considerations like the back of her hand."

PRACTICE AREAS

Trademarks & Service Marks; Copyrights; IP Litigation; International

INDUSTRIES

Automotive & Autonomous Vehicles; Consumer Electronics; Consumer Products; Electrical, Computer & Internet; Manufacturing; Medical Devices; Pharmaceutical & Biotechnology; Telecommunications & Wireless Technology

NEWS/EVENTS

PRESENTATIONS

- “Table Topic,” Moderator, INTA

IN THE NEWS

- Leading Lawyers Selects Beth Coakley as a Michigan Leading Woman
- Attorneys Discuss the Harness IP Diversity & Inclusion Fellowship with Michigan Lawyers Weekly
- “Beth Coakley: From Protecting the Public to Protecting Corporate Assets,” *Leading Lawyers,* June, 2017
- “A sidebar with … Beth Coakley,” *Michigan Lawyers Weekly,* May 12, 2017
- “Making Her Mark,” *Legal News*, July 30, 2013

EVENTS

- IP Innovation Diversity Sprint Event for Michigan State University’s Law Students
- Harness IP Attorney to Host and Moderate the Michigan State Bar Spring IP Seminar
- Beth Coakley and Jessica Sachs Co-Chair “World IP Day 2017” for Michigan

BACKGROUND

As Past Chair of Harness IP’s Diversity & Inclusion Committee, Beth led the firm on making decisions to positively impact the hiring, promotion, and empowerment of women and culturally diverse attorneys. She is also one of the key planners of the firm’s proprietary online portal that allows clients to access, track, and manage their virtual IP portfolio in real time.

Beth is a certified neutral commercial Arbitrator for the American Arbitration Association, was appointed to the Panel of Neutrals for the INTA Alternative Dispute Resolution Program, is a certified Mediator, and has served as an expert witness and teaching fellow. Prior to joining the firm, Beth worked for the Chief Justice of the Michigan Supreme Court, and served as Vice President and Intellectual Property Counsel for the world's largest retailer.

HONORS & DISTINCTIONS

Beth's reputation for excellence continues to earn acclaim for her practice and the firm, including a spotlight for both in the prestigious *World Trademark Review.*

Additional honors include:

- *Chambers USA: America's Leading Lawyers in Business* for Intellectual Property, Michigan, 2020-2023
- *Best Lawyers,* Copyright Law "Lawyer of the Year" in Troy, 2017, 2020, 2024
- *Best Lawyers,* Trademark Law "Lawyer of the Year" in Troy, 2012, 2018
- *Best Lawyers, "*Women in the Law Top Peer-Nominated Lawyer" in Intellectual Property, 2016, 2023
- *Best Lawyers,* "Litigation Lawyer of the Year" in Detroit, 2015
- *Best Lawyers,* Trademark Law, Litigation – Intellectual Property, and Copyright Law, 2011-2024
- *Best Lawyers,* Trade Secrets Law, 2020-2024
- *Managing Intellectual Property,* "IP Stars," 2013-2022
- *Managing Intellectual Property,* "Top 250 Women in IP in the United States," 2014-2015, 2019-2022
- *World Trademark Review*, "WTR 1000," 2015-2024
- *World IP Review,* Trademark Leader, 2022
- *International Law Office and Lexology (American Corporate Counsel), "Client Choice Award" for Intellectual Property – Trademarks, Michigan, 2015, 2017*
- *DBusiness Magazine,* "Top Lawyer," Intellectual Property and Patent Law, 2012-2013, 2018-2019; Litigation – Intellectual Property, 2015-2016; Trademark Law, 2015; Copyright Law, 2015, 2022
- *Leading Lawyers,* "Leading Michigan Women Lawyers," 2019, 2020, 2022-2023
- *Leading Lawyers,* named a "Leading Lawyer" for Copyright/Trademark, Intellectual Property, and Patents, 2014-2023
- *Michigan Lawyers Weekly,* "Leaders in the Law," 2019
- *Michigan Lawyers Weekly,* "Women in Law," 2015
- *Michigan Super Lawyers,* Intellectual Property, 2008-2023

- *Michigan Super Lawyers,* “Michigan Top 50 Women,” 2014
- Selected by clients and peers to be included in the *Who’s Who Legal,* Trademarks, 2014
- Selected by peer recommendation to be on the Michigan Leading Lawyers Advisory Board

MEMBERSHIPS

- American Bar Association
- Harness IP Diversity & Inclusion Committee, Chair
- International Bar Association
- International Trademark Association
- IP American Inns of Court, appointed Master of the Bench by Federal Judiciary
- Michigan Intellectual Property Association
- State Bar of Michigan, Chair for the IP Law Section, 2019-2020; Council Member for the IP Law Section, 2014-2017

EDUCATION

J.D., *cum laude*, Michigan State University, 1981

B.G.S., *with honors,* Oakland University, 1977

BAR & COURT ADMISSIONS

Michigan

U.S. Court of Appeals for the Federal Circuit