

## JAMES J. COLE



**James Cole brings a wide breadth of patent and trademark expertise to his role as a business attorney practicing of counsel with Krause Law LLC. His legal experience includes drafting and negotiating six-figure intellectual property licensing agreements, plaintiff and defense trademark litigation, business formation, branding development, and business planning services.**

James' practice focuses primarily on serving established and emerging businesses, with an emphasis on helping clients identify, protect, and exploit their intellectual property. James particularly enjoys enabling clients to select brand identities, goods, services, and trade channels that both maximize profits and avoid potential litigation. His experience as a patent attorney helps him assist clients in identifying potentially patentable inventions and recommending courses of action adapted to each business's needs. James also has experience with right of publicity law, a niche area of intellectual property law recognized in Missouri. James retains a relationship with a patent law firm through which he handles patent and other intellectual property matters outside the scope of the Krause Law business law practice.

James is licensed to practice law in Missouri, California, and before the United States Patent and Trademark Office. He has been educated at Southwestern Law School (J.D. 2013), Princeton University Theological Seminary (M.Div. 2001), Baylor University (B.A. 2001), and University of Florida (M.S. candidate 2016). He resides in Kansas City, and his office at Krause Law LLC is located in the historic Livestock Exchange building in Kansas City's re-emerging West Bottoms district. He is an avid creative writer, having authored five screenplays and a novel.

As a transactional lawyer, James has handled a wide range of transactions, including:

- Negotiating a six-figure licensing deal for a nationally known trademark brand based in New York
- Arranging international trademark rights for a \$2 million health and fitness company looking to expand across three continents
- Providing business formation services for startup companies in the technology, beauty, public performance, and personal services industries
- Negotiating entertainment contracts for actors, producers and writers with film and television production companies

Examples of James' litigation and pre-litigation experience include:

- On plaintiff's side, seeking likelihood of confusion damages against a multi-national athletic wear manufacturer
- On the defense side, defending against claims of likelihood of confusion and dilution brought by a major energy drink manufacturer
- Building a trademark infringement action against persons illegally importing knock-off goods
- Issuing and enforcing cease and desist actions for trademark, copyright and right of publicity infringements

James' community service record includes:

- Wiley E. Manuel award, pro bono legal services, Southwestern Law School
- Past Interim Director of the Soup Kitchen, American Church in London
- Active pro bono practice in the Kansas City area