

Brandon McCool

Senior Associate

Boston, MA | (617) 345-4756

bmccool@daypitney.com

Overview

Brandon McCool advises clients on trademark, copyright and advertising issues—helping them secure, enforce and license their valuable intellectual property rights—both in the United States and abroad. He conducts clearance searches, helps to shepherd applications through to registration, prepares cease and desist letters and takedown notices, and assists in drafting motions and briefs in TTAB proceedings. Additionally, in light of the ever-evolving intersection between intellectual property and social media, Brandon helps client navigate Internet-related legal issues, including social media and domain name disputes. He also regularly advises clients in the sports and entertainment industries with drafting and reviewing agreements and transactions that relate to intellectual property, such as licenses, sponsorship and co-promotion agreements; endorsement/influencer marketing agreements; naming rights agreements; and agreements involving the rights of publicity and privacy.

While at the University of New Hampshire School of Law, Brandon participated as a student attorney in the Intellectual Property and Transaction Clinic, where he consulted with clients regarding trademark issues, conducted clearance searches and prepared filings at the USPTO. Prior to that, he interned at a sports management firm, where he helped to draft salary arbitration briefs, counseled professional athletes on the salary arbitration process and prepared statistical reports to promote free agent players to team general managers.

Practices & Industries

Artificial Intelligence

Intellectual Property & Technology

Sports, Media & Entertainment

Trademark, Copyright & Advertising

Education and Credentials

Education

University of New Hampshire School of Law, J.D., Franklin Pierce Intellectual Property Law and Sports Law Certificates

University of New Hampshire School of Law, Franklin Pierce Intellectual Property Law and Sports Law Certificates

McGill University, B.A.

Admissions

Commonwealth of Massachusetts

Affiliations

Boston Bar Association, Intellectual Property Law Section, Arts, Entertainment & Sports Subcommittee, Co-Chair

International Trademark Association (INTA)

Sports Lawyers Association

Recognition and Community

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome. See Awards Methodology.

Recognitions

Selected to *The Best Lawyers in America list* of Ones to Watch (Woodward/White, Inc.) for Intellectual Property Law, 2026-2027

Selected to the list of Massachusetts *Super Lawyers*® Rising Stars, Intellectual Property, 2025-2026

Insights

Generations Newsletter - Winter 2024
Day Pitney Generations Newsletter - Winter 2024, December 30, 2024

The Game Plan – How North American Professional Sports Franchise Conduct Trademark Clearance for New Team Names
June 22, 2022

The Game Plan: Conducting Trademark Clearance for New Team Names
April 4, 2022

Generations Winter 2021 - A Winning Play: New Investment Opportunities Emerge Amid Continually Rising Sports Franchise Valuations
March 10, 2021

News

Day Pitney Trademark Team Expands, Included in the 2026 World Trademark Review's WTR 1000 List
Day Pitney Press Release, January 30, 2026

McCool and Preston Co-Captain Day Pitney's Team for the Greater Boston Legal Services Associates Fund Drive Benefiting Domestic Violence Survivors
July 23, 2021

Day Pitney's Trademark Team, Led by Partner Carrie Webb Olson, Ranked in World Trademark Review 1000 for Seventh Consecutive Year
February 20, 2020

Day Pitney Welcomes Ten New Associates for Fall 2018
September 4, 2018

In The Media

IP Applications in Sports & Introduction to NIL — New England Law, Boston, MA
October 15, 2025

"From Concept to Kickoff: Navigating the Challenges of Bringing a New Sports Team to Boston," Boston Bar Association
April 16, 2025

Laced with Protection: Stepping into Sneaker IP Law
Boston Bar Association, February 25, 2025

"IP Applications in Sports & Introduction to NIL" 2024
New England Law, November 4, 2024

"Sports Sponsorship and Licensing Deals: How Legal and Business Teams Work Together," Boston Bar Association
January 25, 2024

"IP Applications in Sports & Introduction to NIL"
New England Law, October 18, 2023

"Introduction to Intellectual Property Principles and its Application to Sports,"
Suffolk University Law School, March 28, 2023

"Intellectual Property Year in Review," Boston Bar Association
March 23, 2023

"What's it REALLY Like Working in Arts, Entertainment, & Sports Law?" Boston Bar Association
November 17, 2022

The Legal Impact: Branding a Sports Team
The Legal Impact, April 6, 2022

Mandy Petrillo, Boston Red Sox: Petrillo Comes Through in a Clutch
Vanguard Law Magazine, April 14, 2021

Advertising, promotion and sponsorship issues; Rights of Publicity; Right of Privacy
September 21, 2020

Patent and Trademark Application Preparation (US and International)
June 8, 2020

US and International Trademark Clearance and Opinions
May 11, 2020