

Brooke A. Penrose

Partner

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Overview

Brooke Penrose advises creators and innovators on trademarks, copyright, domain names and other intellectual property matters, as well as personal information processing and data security regulations and best practices. She is a trusted ally for her strategic acumen and practical experience in safeguarding trademark rights and navigating the privacy and data security legal landscape.

Brooke consults with her clients to develop trademark protection strategies that best meet their needs. She often helps clients consider how to balance the scope of potential protection against their budget and risk tolerance. For companies with developed marks, she assists with enforcing or defending trademark claims if necessary and regularly pursues and defends against intellectual property disputes within the World Intellectual Property Organization (WIPO) and the U.S. Trademark Trial and Appeal Board (TTAB).

Brooke helps creators and businesses with copyright guidance, including clearing publication rights, preparing registration applications and appealing any refusals. She also advises on Digital Millennium Copyright Act (DMCA) notice and takedown matters, as well as licensing and infringement matters.

In addition, Brooke helps companies navigate the complex landscape of privacy, data protection, and cybersecurity. She advises on collecting and managing sensitive data in compliance with U.S. and international regulations, including Written Information Security Program (WISP), California Consumer Privacy Act (CCPA), Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), and General Data Protection Regulation (GDPR). She also designs compliance programs, data breach response plans, and training materials to ensure clients are well-prepared for the evolving regulatory environment.

Throughout her career, Brooke has written prolifically on intellectual property and data privacy topics, including trademark diligence, copyright registration, affixation, intent to use, Telephone Consumer Protection Act of 1991 (TCPA), Computer Fraud and Abuse Act (CFAA) and HIPAA compliance. Prior to entering private practice, she worked at the Museum of Fine Art.

Practices & Industries

Artificial Intelligence

Data Privacy, Protection & Litigation

HIPAA Compliance

Intellectual Property & Technology

Intellectual Property Litigation

Litigation

Trademark, Copyright & Advertising

Experience

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

Managing the global trademark portfolio of one of the leading designers of small home appliances

Managing the global trademark portfolio of one of the top providers of behavioral assessments and talent optimization platform

Acts as outside privacy counsel for global market research company that works with the world's leading brands in automotive and mobility, consumer goods and retail, energy, financial services, health, technology, telecommunications, and travel and tourism

Education and Credentials

Education

University of Connecticut School of Law, J.D., 2010

University of Michigan, B.A., 2006

Admissions

Commonwealth of Massachusetts

U.S. District Court, District of Massachusetts

Affiliations

International Trademark Association

Boston Bar Association

Copyright Society of the United States of America

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

Chosen for inclusion in *The Best Lawyers in America* (Woodward/White, Inc.), Litigation - Intellectual Property, 2027

Name to the Lawdragon 500 X – The Next Generation list, 2023-2024

Selected to the list of Massachusetts *Super Lawyers*® Rising Stars,Intellectual Property, 2016-2020

Recipient of the Award of Outstanding Achievement in Publications from the Association for Continuing Legal Education, 2016

News

Day Pitney Continues Growth in Boston Market with Arrival of IP Partner Brooke Penrose
October 28, 2024

In The Media

The Daily Docket Industry Moves
Thomson Reuters, November 6, 2024

Day Pitney Adds Trademark, Copyright Pro in Boston
Law360, November 5, 2024

Day Pitney Hires Brooke Penrose as Intellectual Property Partner
Bloomberg Law, October 31, 2024

Does Your Dealership Need a Privacy Checkup?
Massachusetts Auto Dealer Magazine, April 2021

Section on Art Donation to Museums
Estate Planning for Visual Artists: A Workbook for Attorneys & Executors, November 2018

Defense Strategies In Billion-Dollar Software Copyright Cases
Intellectual Property Law360, June 2017

IP Law: Know Your Rights in Music
April 2016

Computer Fraud and Abuse Act
November 2015

Charitable Masterpieces: Tips for Artists and Collectors Seeking to Donate Art to Museums
Boston Spirit Magazine, September/October 2015

Museum Law in the Digital Age
April 2014

Mass Digitization, Generally
March 2014

Response to Copyright Office Notice of Inquiry Concerning Orphan Works and Mass Digitization
US Copyright Office, February 2013