

Farah F. Cook

Counsel

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Services

Business & Finance
Contracts & Commercial
Agreements
Information Technology
Outsourcing
Technology Transactions

Industries

Financial Services
Health & Life Sciences
Media & Entertainment
Retail & Consumer Goods
Technology

Farah Cook concentrates her practice on technology-focused commercial agreements, marketing technology arrangements, advertising technology, and licensing of intellectual property, strategic alliances, content distribution, and SaaS products.

Ms. Cook has represented clients in various industries in the drafting and negotiation of a range of technology, commercial and advertising agreements, including traditional licensing, data use and licensing agreements, advertising technology agreements, software development and hosting agreements, reseller agreements, website co-branding agreements, website development agreements, and vendor procurement agreements.

Further, she has worked on acquisitions and diligence projects, with a particular focus on analyzing IP issues, commercial contracts, content provider agreements, and privacy matters. Ms. Cook's combination of in-house and big law firm experience, as well as her broad practice, gives her the ability to creatively and efficiently identify, understand and navigate issues in technology, commercial and marketing matters.

Ms. Cook was recognized in 2020 by *The Best Lawyers in America*[®] for IT Outsourcing Law. In 2019, she was recommended by *Legal 500 US* in the area of Technology/Outsourcing.

Farah has a working knowledge of the French language.

Experience

Represented leading automotive digital solution, retail and wholesale service provider in negotiations for the



joint development and commercialization of a fully automated vehicle damage detection model powered by artificial intelligence.

Represented leading rolled aluminum provider in negotiation of proof of concept for a fully automated aluminum processing tool.

Represented a leading cable television provider in drafting and negotiating content distribution agreement with LG to distribute applications for OTT content on consumer electronic devices, including Smart TVs and smart phones.

Represented a major telecommunications provider in negotiating content, licensing and revenue share agreement regarding the distribution and preloading of digital applications on mobile consumer electronic devices.

Represented a major telecommunications provider in negotiating a messages-as-a-platform licensing and revenue share agreement regarding the distribution of digital goods, content and a Chatbot marketplace on mobile consumer electronic devices.

Represented company in license of television and cable subscriber usage data.

Represented enterprise software company in negotiations on behalf of a connected thermostat platform with utilities, thermostat and other connected device manufacturers for the access and use of energy usage and thermostat-related data in connection with utility-operated programs.

Represented various companies in negotiating endorsement agreements, brand license agreements, advertising related contracts, agency services agreements, data analytics, and other complex marketing agreements and strategic alliances.

Represented a leading digital company in a services agreement for certain advertising commitments through a curated digital marketplace.

Counseled clients in strategic relationships involving the use of artificial technology and block chain technology, and negotiate joint development and collaboration agreements regarding such technologies.

Negotiated a number joint development agreements on behalf of clients for the development of on-line platforms, e-commerce tools, and internal business operation tools.

Counseled clients and strategic alliance agreements involving the use of connected tools for "smart city" innovation projects.



Education

Howard University School of Law, J.D. (2001)

Columbia University, M.A., French Cultural Studies (1998)

Spelman College, B.A., French (1997) *Dean's List*

Admissions

Georgia (2007)

New York (2002)

Professional & Community Activities

Georgia State Bar Association, Entertainment & Sport Law; Intellectual Property and Technology Sections, Member

National Bar Association, Commercial Law Group Member

The Fernbank Museum, Trustee

Children's Hospital of Atlanta at Hughes Spalding Hospital, Community Board Member

Children's Hospital of Atlanta, Member of the founding class of the Emerging Leaders

The Aloha Foundation, Trustee

Jack and Jill of America, Atlanta Chapter, Member

The Links, Incorporated, Dogwood City Chapter, Executive Board Member

Insights

[Alerts](#)

Maintaining Brand Value During This Time of Crisis

April 17, 2020

[Perspectives](#)

Retail and Consumer Goods Team Alert | 2020 VISION

January 16, 2020

[Perspectives](#)

10 Key Takeaways | Identifying IP Issues and Mitigating Risks in Joint Development Agreements

August 29, 2019

[News Releases](#)



Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2020
August 15, 2019

[Events](#)

Identifying IP Issues and Mitigating Risks in Joint Development Agreements
August 5, 2019

[News Releases](#)

Kilpatrick Townsend Receives Top Rankings from 2019 Legal 500 US
July 10, 2019

[Publications](#)

Augmented Reality, Advertising, and Practical Legal Considerations
January 30, 2019

[News Releases](#)

Kilpatrick Townsend Expands Technology Transactions and Global Data Protection Team in Atlanta
May 15, 2018

[Publications](#)

The FTC and Deceptive Advertising: Is there a Biennial Trend?
February 7, 2018

[Publications](#)

#TheFTCisWatchingYou: Influencers, Hashtags and Disclosures 2017 Year End Review
December 22, 2017

[Publications](#)

Just Push the Button! Instagram's Response to Influencers, Hashtags and Disclosures
September 1, 2017

[Publications](#)

Influencers, Hashtags and Disclosures: The FTC's Response and Commercial Considerations
June 2, 2017



Publications

Indemnification Provisions: A Checklist of Key Considerations

March 1, 2017

Events

Key Provisions in Digital Transactions: Native Advertising, Data Analytics, Digital Marketing and Mobile

November 11, 2016

Publications

Are Your Legal Transactions Ready for Digital Advertising?

June 1, 2016