Insights: News

Kilpatrick Townsend Expands Technology Transactions and Global Data Protection Team in Atlanta

MAY 15, 2018

Firm Adds Farah Cook

ATLANTA (May 15) – Kilpatrick Townsend & Stockton announced today the addition of Farah Cook to the firm. Ms. Cook joins the firm as Counsel on the Technology Transactions and Global Data Protection Team in the Corporate, Finance & Real Estate Department.

“We are excited to welcome Farah to the firm,” said Jim Steinberg, Leader of Kilpatrick Townsend’s Technology Transactions and Global Data ProtectionTeam. “Farah’s combination of in-house and big law firm experience, as well as her broad practice, give her the unique ability to creatively and efficiently identify, understand, and navigate commercial issues. She complements our strong team, and is an ideal fit for the firm and our clients.”

Ms. Cook, who was previously Senior Counsel at an Atlanta-based business contracts firm, focuses her practice on marketing, advertising, and technology focused commercial agreements, as well as vendor agreements and supply chain transactions.

Ms. Cook has over 15 years of experience as a finance, corporate, and commercial contracting lawyer. She has broad experience managing and negotiating a wide range of commercial transactions for clients of all sizes. In addition to her corporate and commercial law background, Ms. Cook has promotional marketing, digital transactions, and advertising experience. She has experience negotiating distribution agreements, statements of work, master services, digital analytics, software as a service, sales, cross-promotional, consulting, vendor, events, sponsorship, marketing promotions, equipment licensing, and technology procurement agreements.

Previously, Ms. Cook provided legal support to a Fortune 100 company’s regional sales, retail sales, and global marketing functions. While supporting the global marketing functions, she worked with integrative and analytical marketing business units to on-board various global tools to facilitate the use of social media, digital, and marketing research analytics in the company’s business operations. In addition, Ms. Cook supported two global brand teams and provided advice on brand standard exceptions, marketing materials, coupons, promotions, and sweepstakes, including drafting the official rules for consumer facing and internal employee sweepstakes and contests. She has experience advising marketing clients on “text to win” promotions under The Consumer Protection Act.

Ms. Cook, was also previously in-house with the Handprint Group, a provider of government affairs and business consulting services, and Habitat for Humanity International, Inc., where she was a lead attorney in negotiating and drafting secured lending transactions, professional services agreements, memorandums of understanding related to equity investments, private placement agreements, letters of intent, term sheets, non-circumvention, strategic

alliance, and nondisclosure agreements. In addition, she negotiated multi-million dollar complex commercial, co-marketing, commercial finance, and licensing agreements and negotiated multimedia transactions for the transfer of intellectual property rights.

Ms. Cook earned her J.D. from Howard University School of Law, where she was a member of the *Howard Law Journal*. She received her M.A. in French Cultural Studies from Columbia University and her B.A. in French from Spelman College.

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