

Nicole L. Reichel

Senior Paralegal

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Nicole structures and protects global trademark, copyright, and intellectual property portfolios so that brands emerge from transactions, disputes, and enforcement actions with their rights intact.

Nicole Reichel brings deep paralegal experience to clients managing large, complex intellectual property portfolios across industries and jurisdictions worldwide. She works directly on trademark oppositions and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB), trademark and trade dress clearance and prosecution, copyright matters, trade secret issues, and domain name disputes — translating intricate procedural requirements into clear, actionable steps for clients at every stage.

Nicole also supports IP due diligence for financings, mergers and acquisitions (M&A), handling detailed review and analysis that large, diverse portfolios demand. She manages assignment and title change work as well as commercialization and licensing matters, giving clients a reliable point of contact for the full lifecycle of an IP asset — from initial development through sale or transfer.

Chambers rankings recognize Dorsey's Trademark practice as among the strongest in the country, and Nicole's work contributes directly to the team's ability to serve clients with sophisticated, multi-jurisdictional needs.

Select Experience

Representative Experience

- Served as seconded in-house IP counsel to a global specialty apparel retailer encompassing multiple youth and lifestyle brands, overseeing a worldwide IP portfolio of 2,000+ assets; led brand protection and enforcement across trademarks, copyrights, patents, and designs; managed TTAB proceedings and federal court litigation; and aligned internal docketing with real-time portfolio status (2021–present).
- Seconded to a leading beverage alcohol company with 500+ acquired and proprietary

Education

- University of Northern Colorado (B.S., Music Education, 1997)
- University of Colorado, Boulder (A.A., Arts and Sciences, 1996)

brands to manage and harmonize the U.S. IP docketing function, ensure portfolio-status alignment, and deliver structured reporting to brand-specific stakeholders (2023–present).

- Acts as outside IP counsel to a consumer brand company known for licensing athletic apparel, sportswear, and equipment and for promoting action sports and martial arts, managing all IP-portfolio deadlines and communications in coordination with in-house counsel.