



Shervon Coleman

Trademark Paralegal

Tel 312.474.9590
scoleman@marshallip.com

Shervon joined Marshall Gerstein's Trademarks group in 2024. Shervon has a diverse background and a wide range of intellectual property experience spanning from Fortune 500 clients to legal aid clinics, with a focus on trademarks, copyrights and patents.

She got her start at The Oprah Winfrey Show and also handled trademarks at the Wrigley Gum Company.

Shervon makes stained glass windows, paints, sews and enjoys woodwork projects. She is an avid traveler. Her favorite countries are Italy, Turkey, Ghana and Jamaica.

Practices

- Trademarks

Representative Experience

- Managing day-to-day prosecution of global trademark applications in partnership with internal and outside counsel, including gathering evidence.
- Collaborating with internal and outside counsel to manage trademark opposition and cancellation actions, including review of watch notices and gathering of evidence.
- Serving as the legal point of contact to the internal marketing team in managing the global usage of trademark portfolios, including but not limited to review of potential new trademarks, tag lines, logos and domain names.
- Conducting and analyzing global trademark clearing searches in collaboration with outside counsel and internal counsel to identify availability of trademarks, taglines, product names, logos, and other client-facing content.
- Assisting with the registration and transfer of global domain names.

Education

- Florida A&M University (B.A.)
 - English
- Roosevelt University (Certification)
 - Paralegal Studies