

Cobby J. Shereff Of Counsel



p 414.271.7590
e cshereff@andruslaw.com

Cobby is an *of counsel* attorney at Andrus Intellectual Property Law. Cobby focuses her practice on domestic and international trademark prosecution and enforcement. Cobby is experienced in managing and protecting global trademark portfolios, and in connection with acquisitions, licensing, and related transactional matters.

Cobby works with clients to implement strategies to protect intellectual property, identify infringement, and effectively address trademark infringement issues. Cobby has extensive experience advising clients regarding strategic development and management of intellectual property, including practice in the United States Patent and Trademark Office and Trademark Trial and Appeal Board. She works with clients to ensure that their intellectual property reflects and effectuates their business objectives.

Cobby joined Andrus after 20 years of intellectual property practice as a Partner at Blumenfield & Shereff, LLP. She previously worked as in-house counsel for RCA Records in New York in the areas of copyright, trademark, unfair competition, licensing, and on general corporate matters, including contract drafting and negotiation. Cobby also served as a Deputy Assistant Attorney General for the State of New York.