



## Allison Berman

### Associate

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### Services

Intellectual Property  
Trademark, Copyright &  
Advertising  
Clearance & Portfolio Management  
Trademark Litigation

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Allison (Ally) Berman focuses her practice on domestic and international trademark counseling, portfolio management, clearance, and enforcement matters. She helps clients assess the availability of trademarks for use and registration, develop and implement complex trademark registration and protection strategies, monitor and enforce trademark rights, and manage trademark disputes throughout the world.

During law school, Ally was a member of the Moot Court Society and participated in the International Humanitarian Law Clinic. Ally served as a Legal Fellow for CARE and a Legal Intern for the American Cancer Society.

Prior to starting her legal career, Ally worked in social media strategy and digital content management.

### Education

Emory University School of Law J.D. (2019) *Dean's List, with honors, Order of the Coif*

University of Michigan Ross School of Business B.B.A. (2013) Minors in Judaic Studies and International Relations – Security and Conflict in the Middle East, *James B. Angell Scholar, University Honors*

### Admissions

Georgia (2019)

### Court Admissions

Supreme Court of Georgia

### Professional & Community Activities

University of Michigan Hillel, Trustee



Moishe House, Resident (2013-2014)

Emory Law, itrek Leader (2019)

## Insights

### Alert

Using Trademark Law to Fight Price Gouging: Beware the Exhaustion Doctrine

April 29, 2020

### Alert

TM Client Advisory on Changes to US Trademark Prosecution at the USPTO Effective February 15, 2020

February 13, 2020

### Perspectives

Video | Meet the New Trademark & Copyright Attorneys

October 22, 2019