

# Sherli M. Furst

## Professional Experience

Sherli Furst has extensive experience handling complex intellectual property matters spanning various industries, including entertainment, health care, fitness, fashion and apparel, food and beverage, and other consumer products. Specifically, she advises on the monetization of IP assets, credit rights and revenue distribution.

Sherli guides clients through a wide range of enforcement/prosecution and federal litigation-related matters, including:

### Trademark Enforcement and Prosecution

- Management of international trademark portfolios
- Branding and copyright counseling for online and digital media
- Internet rights
- Global enforcement of IP rights
- Trademark Trial and Appeal Board proceedings and prosecutions

### Intellectual Property Litigation

- Digital Millennium Copyright Act-related issues
- Contract and commercial disputes involving IP
- Trademark and copyright infringement and other disputes
- Unfair competition matters
- Rights of publicity matters

In addition to her IP work, Sherli helps clients navigate commercial disputes, cross-border litigation, government and regulatory investigations, putative class and mass actions, and financial services litigation matters. She has also advised financial institutions and multinational corporations through multijurisdictional disputes.

## Education

- Georgetown University Law Center, J.D., 2009
- Cornell University, B.S., Industrial and Labor Relations, 2005

## Languages

- Farsi (fluent)
- Spanish (proficient)

## Memberships and Activities

- Admitted to practice in the state of New York
- Member, New York Intellectual Property Law Association (NYIPLA), Trademark Law Committee
- Member, American Bar Association, Forum on Entertainment and Sports Industries, Communications Law Forum
- Member, New York City Bar Association, Fashion Law Committee
- Member, New York Women in Communications
- Member, Georgetown Entertainment and Media Alliance
- Member, UJA-Federation of New York Professional Women group
- Member, UJA-Federation of New York Lawyers Division
- Associate Board Member, Volunteer Lawyers for the Arts (VLA)

## Honors and Awards

- Shortlisted for The Women in Business Law Awards: Rising Star in Intellectual Property, 2022
- Selected as a Rising Star for Intellectual Property Litigation Law, *The New York Times Magazine*, 2017–2022
- Recognized as a Rising Star in Entertainment & Sports, *New York Super Lawyers* by Thomson Reuters, 2017–2018



### Counsel

Intellectual Property  
Protection and Enforcement

T 212.790.4682

E [sfurst@manatt.com](mailto:sfurst@manatt.com)