

LAWYERS ALLIANCE FOR NEW YORK

INDIVIDUAL HONOREES



CHERYL L. DAVIS and **KAREN KIM**, *Menaker & Herrmann LLP*
Intellectual property legal team enables nonprofit organizations to expand the reach of their programs and brands

Cheryl L. Davis is a partner at Menaker & Herrmann LLP, concentrating on intellectual property, employment, and real estate matters. She received an A.B. from Princeton in 1983, M.S.J. from Columbia University School of Journalism in 1986, and J.D. from Columbia University School of Law in 1987.

Karen Kim is an associate at the firm, providing general counsel to architects, and also practicing trademark law and corporate law. She received a B.A. from The University of Chicago in 2000 and a J.D. from Brooklyn Law School in 2007.



Cheryl L. Davis first volunteered with Lawyers Alliance in 1988. She subsequently worked with **World Cares Center/September Space** to obtain copyright protection for its volunteer manual, **Women's Center for Education and Career Advancement** to review a consulting agreement, and is currently working with colleagues and **Harlem Needle Arts** on consulting and artists' agreements.

In early 2017, **Dress for Success Worldwide** (DFSW) was preparing to introduce its international Open Door Project social media marketing campaign. The campaign included a micro website, "DFSOpenDoorProject.org." Prior to launch, it appeared that the outside marketing company had believed the campaign to be a national project and had not confirmed the impact of using the name outside the United States. Slated to launch in twenty countries, DFSW sought further review and had to act quickly. Ms. Davis and Karen Kim stepped in to confirm that the use of the name "DFSOpenDoorProject" would not infringe on the rights of a trademark holder in another jurisdiction and, in a very short timeframe, completed the work that allowed DFSW to launch the campaign on schedule. Liz Carey, DFSW's Chief Affiliate Growth & Sustainability Officer, says, "Cheryl and Karen have both been fantastic. We were in a panic and they were definitely reassuring!" Ms. Davis and Ms. Kim have now offered to help with DFSW's marketing guidelines, social media, and branding policies.

Ms. Davis says, "As much as I love the intellectual challenge and problem-solving nature of practicing law, one of the things that excites me the most is being able to help people and organizations. Lawyers Alliance has provided me with that opportunity a number of times, and I never fail to feel that it enriches me as well as (hopefully) benefitting my clients."

Says Ms. Kim, "As attorneys, I believe it is our duty to give back to our community and stress the importance of providing pro bono services to my colleagues. My experience with Lawyers Alliance solidified my belief and reminded me how, often, I gain more from the experience than my clients. Working with Lawyers Alliance is rewarding and I encourage everyone to volunteer."