

## BESSIE LYNNETTE 'LYNN' SIMS

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**Highly skilled, detail oriented and well educated Paralegal** with extensive experience with large case management. Recognized for exceptional research, organizational and time-management skills and ability to prioritize and manage heavy workloads; ability to review and analyze matters for preparing status reports to attorneys/clients; and performing legal research tasks using all available resources including libraries and computer data systems. Very accomplished at structuring contractual documents, maintaining files and records as related to maintenance & support service contract activities, and conducting due diligence. Strong interpersonal and verbal & written communication skills enhance ability to work collaboratively at all levels, including Chief Counsel, and leadership and team building skills to obtain timely completion of day-to-day and long term projects. *Key qualifications include:*

- ❖ Prepare and file trademark related prosecution documents such as Applications, Statement of Use, Extension Requests, Response to Office Actions, Sections 8 and 15, and Section 9 with the U.S. Patent and Trademark Office
- ❖ Review U.S. trademarks preliminary searches, full searches, and the Official Gazette and watch notices in order to provide recommendations as to the availability of mark(s) for use and registration.
- ❖ Review trademark use and advertising issues of time-sensitive marketing materials, including POS materials, radio and television ads and coupons.

### **SELECTED CAREER ACCOMPLISHMENTS**

- ❖ Through diligent research and review, identified that two 3<sup>rd</sup> parties filed for a TM on *Amorino* that would have had severe financial ramifications for Coca-Cola who also filed a world-wide application for this mark to expand into the coffee & tea beverage market. Alerting the supporting attorney and Deputy General Counsel, prepared and executed successful plan of action to draft cease and desist letters to each party resulting in the withdrawal of both applications for this mark.
- ❖ Based on prior successes, was assigned to solely handle trademark bottle approvals in the Packaging Database, overseeing the coordination of international search requests with the Trademark Search Analyst, and making certain trademark opinions were timely issued for bottle designs that had not been previously searched or that required clearance. Results included successful approval of 353 bottle designs for trademarks that had been submitted to the Packaging Database.
- ❖ Supported Coca-Cola's acquisition of Fuze Beverages, LLC by ensuring that all of the acquired trademarks were placed on Coke's database and reviewed over 60 matters for this project, resulting in a smooth transfer of the portfolio over to the respective division groups to resume responsibility of the trademarks for their respective country (ies).

### **PROFESSIONAL EXPERIENCE**

#### **COCA-COLA COMPANY, Atlanta, GA**

**12/1995 to 9/2008**

**Trademark Paralegal (02 – 08) – Licensing Paralegal (99 – 01) – Contracts Specialist (92 – 95) – TM Analyst (95 – 99)**

- ❖ Acted as the sole paralegal supporting the global expansion of the newly acquired *glacéau vitaminwater* brand worldwide into 60+ countries with 6 main brands, 15 sub-brands, and over 600+ applications/registrations and 100+ TM conflicts.
- ❖ Obtained relevant information and/or materials such as evidence of use, reported sales, press releases, advertisements, Powers of Attorney, cease and desist letters and settlement agreements, etc. in support of applications, oppositions, cancellations, infringements and the defense or prosecution of trademark conflicts from known Company and external resources.
- ❖ Drafted for execution retail Manufacturer's/Distributor's Authorization Agreements and Labor Compliance Agreements, and provided Export Authorization Letters to authorized licensees to export/import the Company's brand products to purchasers outside of their licensed territory.

#### **THE KENDALL LAW FIRM, Atlanta, GA**

**5/1995 to 12/1995**

**Litigation & General Law Paralegal**

- ❖ Prepared drafts for interrogatories, answers, request for production of documents, divorce and responses, maintained pleading and discovery files and calendar, scheduled court reporters, and conducted client interviews.

### **EDUCATION & CERTIFICATIONS**

**Masters of Business Administration**, Keller Graduate School of Management, Atlanta, Georgia, October 2008

**Bachelor of Arts in Business Administration**, Clark Atlanta University, Atlanta, Georgia, May 1990

**Graduate Certificate in Project Management**, Keller Graduate School of Management, Atlanta, Georgia, August 2008

**AIPC Paralegal Certificate**, The American Institute for Paralegal Studies, Atlanta, GA, July 1995