

Sherry D. Coley

Appleton, WI

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PARTNER

Overview

Sherry's first exposure to laws and government came from watching her grandfather serve as a state senator in Iowa. She witnessed him work tirelessly for his constituents. Today, she strives to serve her clients with the same dedication.

As a member of the firm's Business Litigation Service Group, Sherry focuses her practice primarily on complex business litigation, with an emphasis on contract disputes, business torts, financial services litigation, real estate foreclosures and work-outs, and tax assessment appeals.

Sherry finds it fascinating that an idea can lead to new businesses and new products. She provides a legal perspective to help clients overcome these pressures that come with these business ventures. She litigates patent, trademark, copyright, unfair competition and trade secret cases in a wide variety of industries including consumer products, food products and software development.

Sherry also represents financial institutions in state and federal court on a variety of commercial lending disputes, including defense of counterclaims raised in response to foreclosure or deficiency actions, and disputes arising from insolvent borrowers, including proceedings in bankruptcy court. In addition, she defends manufacturers in product liability actions involving personal injury, wrongful death and property damage.

Sherry is also fluent in French.

Experience

Successfully Represented a Major Music Festival in Protecting its Trademarks from Infringement by a Neighboring State's Professional Sports Teams

SERVICES

Banking & Finance

Bankruptcy & Creditors' Rights

Business Litigation

Intellectual Property

Telecommunications & Public Utilities

EDUCATION

Marquette University Law School, J.D.

Drake University, B.A., *magna cum laude*

ADMISSIONS

Wisconsin

LANGUAGES

French

Successfully Represented an Electric Utility Company in Litigation Arising Out of Easement Maintenance Work

Successfully Represented the Lender of a Hotel Property Being Renovated with Historic Tax Credit Funding, Traditional Financing and TIF Funding

Successfully Represented a Wisconsin Manufacturer Accused of Patent Infringement and had the Claims Dismissed

Successfully Represented a Cheese and Butter Manufacturer Facing Trademark Infringement

Represented a Lender in a Historic Tax Credit Reconstruction Project of a Hotel

Represented an Inventor of a Patent Protected Permanent Height Adjustable Dock When a Former Employee Started Building a Competing Product with the Same Technology

Membership & Involvement

- Board of Directors: New North Inc.
- Fox Valley Symphony Orchestra: Past-Chair, 2025 – present; Chair, 2023 – 2025
- Appleton Police & Fire Commission: Commissioner, 2025 – present; Secretary, 2025 – present
- Member: Defense Research Institute (DRI); American Bankruptcy Institute; NEW Manufacturing Alliance, 2012
- State Bar of Wisconsin: Audit Committee, chair, 2025 – present; Judicial Council, elected representative, 2016 – present; Board of Governors, 2016; Secretary, 2014 – 2016; Finance Committee Chair, State Bar of Wisconsin, 2012-2013, 2019; Young Lawyers Division (YLD) liaison, State Bar of Wisconsin, 2015; Co-Chair, Board of Governors, State Bar of Wisconsin, Challenges Facing New Lawyers Committee
- Secretary: Building for Kids Children's Museum - Board of Directors, 2018
- President: Phoenix Fund, 2003
- Member: International Women's Insolvency & Restructuring Confederation (IWRIC)

Honors

- Joyce Bytof Exceptional Mentor Award, Fox Cities Chamber of Commerce : 2019
- Selected to *Wisconsin Law Journal's* Powerlist – Business Defense: 2025
- Women in the Law, *Wisconsin Law Journal*: 2018
- Selected to the Wisconsin Super Lawyers list: 2019, 2020, 2021, 2022, 2023, 2024

- Fellow, Wisconsin Law Foundation: 2015
- Fellow, American Bar Foundation: 2016
- Selected to the Wisconsin Super Lawyers "Rising Stars" list: 2009, 2010, 2011, 2012, 2013, 2014, 2015
- State Bar of Wisconsin President's Award: 2023

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Firm News

Sherry Coley Included on *Wisconsin Law Journal's* 2025 Powerlist – Business Defense

Firm News, *Wisconsin Law Journal*, February 24, 2025

Congratulations to Amundsen Davis Attorneys Included on the 2024 Wisconsin Super Lawyers and Rising Stars Lists

Firm News, November 14, 2024

Sherry Coley Named to Board of Directors for New North

Firm News, July 11, 2024

Amundsen Davis Attorneys Included in 2023 Wisconsin Super Lawyers and Rising Stars Lists!

Firm News, November 16, 2023

Sherry Coley Receives the 2023 State Bar of Wisconsin President's Award

Firm News, June 14, 2023

Amundsen Davis Attorneys Included in the 2022 Wisconsin Super Lawyers and Rising Stars List

Firm News, *Amundsen Davis*, November 15, 2022

In the Media

Sherry Coley Discusses Bankruptcy Law in *Inside Track Weekly*

Alerts

Small Business Bankruptcy: What Do You Need to Know?

Local Safer At Home Orders Changed Rapidly After Statewide Order Struck Down; Businesses Encouraged to Review Local Orders Regularly to Ensure Compliance

Businesses Must Be Aware of Local Safer At Home Orders, Including Those in Brown, Dane, Kenosha, and Rock Counties, Parts of Milwaukee County, and the Cities of Appleton, Madison, Milwaukee, and Racine

Governor Evers "Turns the Dial" to Begin Further Relaxing Restrictions on Businesses Categorized by the State as Non-Essential Retail

Save Small Business Fund: Provides Grants to the Smallest of Small Businesses, Opens April 20

Wisconsin Offers Legal Protection for Those Manufacturing Emergency Medical Supplies

Wisconsin's New Safer At Home Order Alters Restrictions on Businesses

Advice for Operating as an Essential Business During the COVID-19 Crisis

Take Caution with Filing Deadlines During COVID-19 Crisis

Governor Evers Orders Suspension of Evictions and Foreclosures for 60 Days During COVID-19 Crisis

Community Organizations Create Fund to Offer Grants to Support Northeast Wisconsin Nonprofits Impacted by COVID-19

Guidance for Businesses Resolving Multiple "Shelter in Place" Orders and Differing Definitions of "Essential Business"

Landlords and Lenders Encouraged to Consider Creative Options (Updated March 27, 2020)

Guidance to Manufacturers in Managing Operations during the COVID-19 Crisis

DFI Licensed Lenders and Payday Lenders Should Be Cautious During COVID-19 Crisis

Wisconsin Acts to Secure State and Federal Assistance for Small Businesses Affected by COVID-19

New Limits on Gatherings and Private Businesses in Wisconsin

Clarified Individual Member Rights and Duties in Limited Liability Companies

When Trademark Rights and Bankruptcy Collide

Speaking Engagements

Bank Regulatory Agency Update Under DOGE: What Every Financial Institution Needs to Know
Event, Amundsen Davis, Webcast, April 3, 2025

Build Your Practice: The Nuts and Bolts of Collections and Creditors' Rights
Speaking Engagement, State Bar of Wisconsin, Seminar; Madison, WI, March 5, 2025

Strategic U.S. Design Patenting
Speaking Engagement, Amundsen Davis, Client Presentation, January 29, 2025

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Evidentiary Issues in Bankruptcy

Speaking Engagement, State Bar of Wisconsin, Seminar, November 6, 2024

Revamped Brief Writing Tips & Tricks with a Summary Judgement Focus

Speaking Engagement, Amundsen Davis, Internal Seminar, September 10, 2024

Filing Your First Foreclosure

Speaking Engagement, State Bar of Wisconsin, Webcast, August 14, 2024

How Not to Get Fired as a General Counsel

Speaking Engagement, The Osthoff Resort; Elkhart Lake, WI, May 18, 2023

Hot Topics in Construction and Real Estate Disputes

Speaking Engagement, State Bar of Wisconsin PINNACLE; Milwaukee, WI, March 17, 2023

A Trending Tool in Making M&A Faster and Less Risky: Reps and Warranty Insurance

Speaking Engagement, Association of Corporate Counsel's Annual Conference; Las Vegas, NV, May 19, 2022

A Comparison Between the Rules Governing State and Federal Civil Litigation

Speaking Engagement, Eastern District of Wisconsin Bar Association, Seminar, March 10, 2022

Behind the Scenes: Evaluating Out-of-Court Workouts, Bankruptcy, and Chapter 128 Receiverships

Speaking Engagement, TMA Milwaukee Committee, Seminar; Milwaukee, WI, March 3, 2022

Business Insurance: Maximizing Coverage and Mitigating Risks | Tools to Guide Your Purchasers and Your Legal Team

Speaking Engagement, Association of Corporate Counsel Wisconsin Annual Conference, Seminar; Elkhart Lake, WI, November 4, 2021

43rd Annual Public Officials Program

Event, Webcast, April 28, 2021

42nd Annual Public Officials Program

Event, April 29, 2020

Monetizing Your Facilities — Whether Expanding, Moving or Remaining As-Is

Speaking Engagement, Appleton, WI, October 24, 2019

41st Annual Public Officials Program

Event, The Marq; De Pere, WI, April 29, 2019

Executive Breakfast Forum: Navigating the Regional Impact of Foxconn

Speaking Engagement, Insight on Business Magazine; Green Bay, WI, August 22, 2018

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10 Pearls of Wisdom on Negotiating Contracts
Event, Association of Corporate Counsel Wisconsin Chapter 2018 Annual
Conference; Elkhart Lake, WI, May 17, 2018

40th Annual Public Officials Program
Event, The Marq; De Pere, WI, April 30, 2018

CLE and Reception at Lodge Kohler
Event, Lodge Kohler; Green Bay, WI, February 28, 2018

39th Annual Public Officials Program
Speaking Engagement, The Marq; De Pere, WI, April 26, 2017

Published Works

2021 Chambers Global Practice Guide on Trade Marks USA: Trends and
Developments
Chambers Global Practice Guide, March 12, 2021

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