



Todd C. Peterson

Senior Trademark Paralegal

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Todd C. Peterson supports clients in managing U.S. and international trademark portfolios. His work spans trademark prosecution and maintenance, portfolio management, preliminary searching, and coordination with clients and foreign counsel.

Todd prepares U.S. and foreign trademark applications (including national and Madrid Protocol filings), drafts identifications of goods and services, and assists clients with locating and developing appropriate specimens. He also supports responses to Office Actions by researching cited marks and registrations, summarizing refusals and requirements, and drafting response arguments. His experience includes filing submissions with the Trademark Trial and Appeal Board and conducting preliminary knockout searches using U.S., international, and commercial trademark databases.

Todd also assists with broader portfolio initiatives, including reviewing portfolios for potential gaps in protection, preparing customized portfolio reports, and supporting intellectual property due diligence and assignment recordation projects. He has managed global portfolio intakes and transfers, working with prior and foreign counsel to confirm filing information and maintain accurate portfolio data.

Education

- University of Illinois at Chicago (B.F.A, 2001)
 - Graphic Design

Background and Credentials

Todd received his Trademark Paralegal Certification from IPlegalED in 2024 and his Patent Paralegal Certification from IPlegalED in 2025. He also holds a White Belt certification in Legal Lean Sigma and Project Management, which he earned from the Legal Lean Sigma Institute in 2017.

Before joining Marshall Gerstein, Todd served as an IP Paralegal and IP Docket Coordinator at Levenfeld Pearlstein, LLC, where he supported U.S. and international trademark and patent prosecution, managed portfolio intake and reporting projects, coordinated with clients and foreign counsel, and oversaw patent, trademark, and dispute docketing. He also helped develop docketing procedures and improve intellectual property workflows.

Earlier in his career, Todd worked in the Intellectual Property Group at Vedder Price, P.C., supporting patent and trademark prosecution, global portfolio management and audits, and corporate and litigation-related projects.

Representative Experience

Todd's experience includes:

- Preparing and filing U.S. trademark applications and other prosecution and maintenance submissions with the USPTO
- Coordinating foreign trademark application filings with foreign counsel
- Attending to Madrid Protocol filings through WIPO's eMadrid system
- Filing submissions with the Trademark Trial and Appeal Board
- Drafting identifications of goods and services
- Coordinating with clients to identify and develop appropriate trademark specimens
- Preparing Office Action reports and drafting responses to refusals and requirements
- Researching cited marks, ownership information, and potentially blocking registrations and applications
- Conducting preliminary knockout searches using USPTO, WIPO, Corsearch, and other public and private databases
- Coordinating with foreign counsel regarding international trademark prosecution and formalities
- Reviewing trademark portfolios for potential gaps in domestic and international protection
- Preparing customized intellectual property portfolio and docketing reports
- Conducting intellectual property due diligence for corporate transactions
- Managing international intellectual property assignment recordation projects
- Supporting global intellectual property portfolio intakes and transfers