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**Day in the Life: Sawyer Lyn Imrie-Johnson**

**Interviews and Profiles**



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**Name:** Sawyer Lyn Imrie-Johnson

**Title:** Corporate Attorney

**Company:** Asset Marketing Services, LLC

**Location:** Eagan, MN

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## 5:15 am

My Apple Watch vibrates on my wrist as my husband's alarm goes off. We get out of bed and I pack lunch and make coffee for Jordan, my husband. Once everything is ready, I usher him out the door for work.

## 5:30 am

I open the New York Times Games app and attempt the daily Wordle. If I'm stumped, I move on to playing Strands and Connections. Whenever I finish them (even if later in the day), I send my results to a group text with my mom and Jordan. My mom lives in North Carolina, so this is a great way to stay connected, and we enjoy comparing how we did.

## 5:45 am

I often glance at my personal and work email inboxes to get a preview of what the day holds in store. Sometimes I clean things up quickly if I can, but I'll often wait to substantively respond to work emails until I log into my computer, giving my brain a chance to fully wake up. As a corporate attorney for Asset Marketing Services (AMS), a company that is dedicated to connecting collectors with the sought-after coins from around the world that they desire, each day brings fresh challenges and opportunities. Whether I'm working on a contract matter, ensuring our trademarks are properly protected, reviewing advertising materials, or analyzing evolving data privacy laws, my work is varied and dynamic.

I regularly draft, review, and help negotiate contracts with mints, artists, and other vendors. I also collaborate closely with our marketing and creative teams to craft clear, compelling content that resonates with our customers while staying within regulatory bounds. My role requires constant navigation of the intersection of law and business, supporting our brand's growth while safeguarding the company's interests.

## 6:00 am

Time for a workout! I try to get some type of physical exercise in right away in the day, so most mornings I opt for an indoor cycling workout on the Peloton. [Cody Rigsby](#) has just the right energy to help me start the day on a great note.

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## **6:30 am**

Quickly shower, get dressed, pack my work bag and head to the office! My definition of “quick” is sometimes subjective, and I rarely understand how the clock moves so fast.

## **7:00 am – 8:00 am (ish)**

Get in the car and drive from home in New Richmond, WI to the office in Eagan, MN. During the commute I'll often listen to the [Chris Carr & Company](#) morning show on K102, or listen to an audiobook.

## **8:00 am – 9:30 am**

Arrive at work, unpack my bag, and get logged in to my computer. I'll review my ACC digests, legal news emails, and complete any urgent advertising review such as finalizing updates to email templates or scripts to support the product kick.

## **9:30 am – 9:45 am**

Attend the sales kick meeting to hear more about the product we are launching that day and ensure that the way the sales team intends to present the product is in line with the marketing plan and compliance requirements.

## **9:45 am – 10:30 am**

Review and respond to any time-sensitive requests received via email overnight; prioritize my work for the day and take a 15-minute break to catch up with our compliance officer and the HR ladies who sit near me.

## **10:30 am – 11:00 am**

Head to a meeting with the merchandising team to discuss exclusive rights secured after a productive conversation with one of our industry partners. This exclusivity allows us to offer unique, high-demand products that can't be found through other retailers.

In the meeting, we review the specifics of the partnership, including which designs or collections we'll have exclusive access to, how this will impact our product lineup, and any key terms we need to finalize. My role is to outline the legal requirements for ensuring these rights are protected and draft the agreement that formalizes the exclusivity arrangement.

By helping to lock in these unique products, I support our brand's ability to offer collectors something truly special, adding value to both our portfolio and customer loyalty.

## **11:00 am – 12:00 pm**

Meet with product development and merchandising to discuss expanding a unique coin line that uses technology not widely seen in the industry. We are exploring ways to enhance the line with licensed designs from popular brands.

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My role is to advise on the legal aspects of securing these licenses, ensuring we align with licensors' standards and protect our rights to use their intellectual property. By collaborating early, I help set the foundation for agreements that will support this line's growth.

## **12:00 – 12:30 pm**

Warm up my lunch (or if I lose track of time, this happens whenever I remember). Lunch is whatever my amazing husband meal-prepped for the week, but always delicious. I'll eat while I work, often using this time to review advertising materials. Some days this means reviewing five to seven posts of copy for digital content, others it is a catalog and three to five mailers, or video content for a product kick, but the bottom line is that ad review is never-ending.

## **12:30 – 1:30 pm**

Return to my desk, check emails, and respond to anything urgent. I'll carve out time to continue reviewing documents related to a pending legal matter.

## **1:30 – 2:00 pm**

Join a video conference with digital marketing to discuss legal guidance on a proposed marketing strategy. The team is interested in using specific language in our messaging.

Before the meeting, I shared a slide deck that was prepared by me and reviewed by general counsel. During the video conference, we discuss the slide deck and the steps we will need to take to support the intended marketing approach, along with why certain legal considerations are essential. We address any questions to ensure everyone is on the same page.

## **2:00 – 4:30 pm**

Continue reviewing documents for our pending legal matter until it's time to head home. Document review will likely be interrupted at least once by a random question posed by an employee or something to collaborate on with our compliance officer.

## **4:30 – 5:30 pm**

Commute home! Traffic is likely to be awful, and I'll either enjoy listening to some music or put my audiobook on for the drive.

## **5:30 – 6:00 pm**

I'll spend a few moments just enjoying being home. I might change into something more comfortable, put my hair up in a messy bun, and scroll social media until Jordan gets home.

## **6:00 pm (ish)**

Jordan gets home from work, and we'll debrief about our days, spend some time together, then he'll shower while I spend some time exercising, stretching, or scrolling social media.

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## 7:00 pm (ish)

Jordan makes dinner and we sit down on the couch to eat together and watch a TV show. Right now, the shows tend to be *The Lincoln Lawyer*, *Tulsa King*, *Mayor of Kingstown*, or *Seal Team*.



## 7:30 – 9:30 pm



I'll pick up my latest crochet project. I just finished a pattern for a [sweater scarf](#), so now I'll continue working on a [turtleneck sweater](#) that I started last winter, but took a pause because the weather warmed up. Perhaps this year I'll finish it and be able to wear it before the weather warms up in spring. While I crochet, we'll continue to talk and watch TV, or Jordan will play a video game like *Call of Duty®: Black Ops 6* until it's time to get ready for bed.

## 9:30 – 10 pm

Time to brush our teeth, put Fairlife® protein drinks and Alani Nu® energy drinks in the fridge for the next day, plug in Jordan's lunchbox, and fill water bottles. Sometime around 10 pm, we'll get in bed and rest up for tomorrow!

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[Sawyer Lyn Imrie-Johnson](#)



Corporate Attorney

Asset Marketing Services, LLC

Sawyer Lyn Imrie-Johnson is the corporate attorney at Asset Marketing Services (AMS), a leader in the collectible coin and numismatics industry, based in Eagan, MN. In her role, Imrie-Johnson collaborates with cross-functional teams to address a range of legal matters, including contracts, advertising compliance, intellectual property, and data privacy, ensuring AMS's legal strategies align with and enhance key business goals. At the start of her legal career, Imrie-Johnson worked as an intellectual property paralegal for 8 years, later transitioning to a corporate paralegal and law clerk role at AMS. She holds a bachelor's degree from Globe University and a Juris Doctor from Mitchell Hamline School of Law. Dedicated to advancing the legal



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profession, she also serves as a volunteer investigator for the 2nd District Ethics Committee, serving Minnesota's Office of Lawyers Professional Responsibility.