



**JULIE C. JENNINGS**  
**COUNSEL**

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**AREAS OF FOCUS**

Trademarks  
Licensing/Transactional  
Copyrights  
Litigation

Ms. Jennings's practice is concentrated in the trademark law area, including preparation and prosecution of applications in the United States Patent and Trademark Office. She also counsels clients regarding all aspects of domestic and international trademark law, including oppositions and cancellations, infringement matters and domain name disputes.

Her practice also focuses on the preparation of various agreements related to intellectual property, including patent, trademark, and copyright license agreements, confidentiality agreements, collaboration agreements, joint development agreements, consulting agreements, software license agreements, coexistence agreements and publishing agreements. For example, Ms. Jennings has assisted clients in leveraging their patent rights by drafting patent license agreements covering biotechnology for use in future pharmaceuticals, as well as confidentiality and collaboration agreements covering a variety of diverse technologies.

Ms. Jennings's practice also encompasses copyright law, including preparation of copyright applications and counseling regarding all aspects of copyright protection and enforcement.

Ms. Jennings received her Bachelor of Arts in English from The University of Memphis in 1997, where she graduated summa cum laude. She was also the recipient of the Outstanding Scholarship Award from the Department of English. She received her Juris Doctorate from Washington University in St. Louis in 2000, where she received the Scholars in Law Scholarship. She was also Managing Editor of the Washington University Law Quarterly from 1999 to 2000.

**COMMUNITY INVOLVEMENT**

Ms. Jennings is a former adjunct faculty member at Washington University School of Law, where she taught the Trademark Practice course. She currently serves as Chair of the Programming Subcommittee on the International Trademark Association's Alternative Dispute Resolution Committee, and as Chair of the Non-Dues Revenue Committee for the Bar Association of Metropolitan St. Louis. She also serves on the Steering Committee for the Patent, Trademark & Copyright Section of the Bar Association of Metropolitan St. Louis. She provides pro bono assistance to artists through St. Louis Volunteer Lawyers and Accountants for the Arts. She is also a member of the American Bar Association (Intellectual Property Section) and the Missouri Bar Association.

**EDUCATION**

University of Memphis (B.A., English, 1997)  
Washington University in St. Louis (J.D., 2000)

**BAR INFORMATION**

Missouri, Admitted 2000

**PUBLISHED ARTICLES**

What Trademark Owners Should Know About Google AdWords, St. Louis Lawyer, June 2007  
Does the Grokster Decision Make Life Even More Difficult for Search Engine Keyword Advertisers? Missouri Lawyers Weekly, October 17, 2005.  
The UDRP v. Traditional Litigation: May the Best Process Win, Saint Louis University Public Law Review (2001)  
Privacy in the Information Age: The Need for Clarity in the ECPA, Washington University Law Quarterly (2000)

**SPEAKING ENGAGEMENTS**

Current Canadian and United States Trade-mark Practice: A Comparative Overview, Intellectual Property Institute of Canada and McGill University Summer Courses in Intellectual Property (2009, 2010)  
Effective Techniques for Mediating Trademark Disputes, Bar Association of Metropolitan St. Louis (2009)

**SPEAKING ENGAGEMENTS (CONT.)**

Hot Topics: Trademarks as Keywords and Fashionable Copyright, Washington University Intellectual Property Law Society (2008)  
Copyright Law for Knitting Enthusiasts, Greater St. Louis Knitters Guild (2007)  
TTAB Rules: Times Are A-Changin', Bar Association of Metropolitan St. Louis (2007)  
Eighth and Federal Circuit Trademark Law Review, Bar Association of Metropolitan St. Louis (2006)  
Weird Issues in Copyright Law, Bar Association of St. Louis (2006)  
Eighth and Federal Circuit Trademark Law Review, Bar Association of Metropolitan St. Louis (2005)  
An Overview of Current Missouri State Trademark Law, Bar Association of Metropolitan St. Louis (2005)  
Copyright: Fair Use, Permissions, and Law Update, Special Libraries Association, St. Louis Chapter (2004).  
What the General Practitioner Needs to Know About Trademark Law, Missouri Bar Patent, Trademark, and Copyright Law Section, Missouri Bar Annual Meeting (2001)