



**WILLIAM D. O'NEILL**  
**PARTNER**

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**AREAS OF FOCUS**

Trademark  
Copyright  
Litigation

Mr. O'Neill's practice concentrates on counseling and litigation in the areas of trademark, copyright, and unfair competition law. His trademark counseling provides recommendations on trademark selection, usage, and protection.

Before becoming an attorney, Mr. O'Neill worked in the advertising agency business, first with J. Walter Thompson Company in Chicago and later as a Vice President of D'Arcy Masius Benton & Bowles in St. Louis. He helped develop and execute advertising and marketing strategies for a large number of brand names belonging to a diverse group of clients, including Anheuser-Busch, Inc., Brown Shoe Company, ConAgra Foods, Enterprise-Rent-A-Car, Kal Kan Pet Foods, Kraft Foods, M&M/Mars, Northwestern Mutual Life Insurance, Pillsbury, Procter & Gamble and Trans World Airlines.

Mr. O'Neill received his Bachelor of Science in Journalism in 1973 and his Master of Science in Journalism in 1974, both from Northwestern University. He received his Juris Doctorate from Saint Louis University in 1999, where he graduated cum laude. He was also Special Editor of the Saint Louis University Law Journal.

Mr. O'Neill is a member of the American Bar Association (Intellectual Property Section; former Chair of Trademark Dilution Subcommittee), the Bar Association of Metropolitan St. Louis, and the International Trademark Association (former member Nontraditional Marks Committee).

**COMMUNITY INVOLVEMENT**

Mr. O'Neill has been a member of the adjunct faculty at Saint Louis University School of Law since 2005, where he teaches a seminar on Trademark Law.

**EDUCATION**

Northwestern University (B.S., Journalism, 1973)  
Northwestern University (M.S., Journalism, 1974)  
Saint Louis University (J.D., 1999), *cum laude*

**BAR INFORMATION**

Missouri, Admitted 1999  
District of Columbia, Admitted 2000

**PUBLISHED ARTICLES**

*Eighth Circuit and Federal Circuit Annual Trademark Review*, Bar Association of Metropolitan St. Louis (October, 2010)  
*Industry Insight: Social Media Creates Legal Maze for Businesses*, Springfield Business Journal (November 9, 2009)  
*Trademark Law Principles*, Saint Louis University Student Intellectual Property Law Association (October, 2009)  
*Trade Dress Law Update*, Bar Association of Metropolitan St. Louis (May, 2006)  
*Governmental Restrictions on Beverage Alcohol Advertising After 44 Liquormart v. Rhode Island*, Saint Louis University Law Journal (1998)

**SPEAKING ENGAGEMENTS**

*Trade Dress Law Update*, Bar Association of Metropolitan St. Louis (May, 2006)