

*St. Louis Business Journal* interviews Senniger Powers' partner Kathleen Petrillo

In an interview for an article entitled "Property of the Mind", which appears in the July 7, 2006 issue of the *St. Louis Business Journal*, Senniger Powers' partner Kathleen Petrillo shares practical advice for helping businesses navigate the increasingly complex world of intellectual property law.

In the article, Kathleen encourages any individual or organization with an innovative product, service or idea to engage an IP attorney to ensure they have appropriate protections in place for their intellectual property. Kathleen also stresses the importance of promptly securing IP counsel if a business is notified that it may be infringing on another company's, or an individual's, intellectual property rights. "It's better to seek advice of counsel immediately so litigation can hopefully be avoided," she said.

Kathleen also touches upon the differences between patents and trade secrets, and discusses the need for startup companies to outline their IP strategies when developing their business plans to present to potential investors.