

Senniger Powers' partner Kathleen Petrillo interviewed by the
St. Louis Business Journal

In an interview for an article entitled "How to Choose an IP Attorney" that appears in the September 1, 2006 issue of the *St. Louis Business Journal*, Senniger Powers' partner [Kathleen Petrillo](#) shares some practical advice on the selection of counsel for various intellectual property matters.

In the article, Kathleen encourages business owners with an innovative product, service or idea to seek out an IP attorney to ensure they have taken the appropriate steps to protect their intellectual property. Kathleen also emphasizes 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. Kathleen stated that "the business owner may be sued for infringement if the patentee's notice is ignored." She added that "it's better to seek advice of counsel immediately, so litigation can hopefully be avoided."

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.

Please visit <http://stlouis.bizjournals.com/stlouis/> to locate the full article.