

## **Senniger Powers' Associate Julie Jennings Comments on Trademarks and Google's AdWords in *St. Louis Lawyer***

An article by Senniger Powers' Associate Julie Jennings, titled "What Trademark Owners Should Know About Google's AdWords," was recently published in the June 2007 issue of *St. Louis Lawyer Magazine*, the official publication of the Bar Association of Metropolitan St. Louis.

In the article, Jennings discusses the use of trademarks in Google's advertising model and solutions for businesses who feel competitors are using their trademark inappropriately. "Although consumers who click on a competitor's keyword-triggered ad may quickly realize that the site is not the trademark owner's site they were seeking, the use of the trademark that lured them there may be actionable under trademark law," according to Jennings.

For the complete article, please see the June edition of *St. Louis Lawyer*.