

Senniger Powers Wins Trademark Suit for Renowned Sex Researcher Virginia Johnson
Firm successfully argues case against United Health Services of Delaware

Senniger Powers, a national intellectual property law firm based in St. Louis, Mo., has announced a key victory for its client, Virginia E. Johnson, in a trademark suit brought against United Health Services of Delaware. A St. Louis federal jury awarded \$2.4 million to Johnson, who is best known for her study of human sexual response, sexual disorders and sexual dysfunction as part of the famous Masters and Johnson research team.

In the case, Virginia E. Johnson v. UHS of Delaware, Inc., Senniger Powers argued that UHS of Delaware violated a license agreement to use the Masters and Johnson name. UHS of Delaware had permission to use the Masters and Johnson name in connection with therapies related to sexual dysfunction and sexual trauma. However, the company had breached that agreement, thereby infringing on the Masters and Johnson trademark, by using the name to market treatments for depression, eating disorders and drug and alcohol addiction.

“Ms. Johnson is pleased with the outcome of the trial and the jury’s support in reaffirming both the reputation of the Masters and Johnson name and her contributions to the understanding of human sexuality,” said Keith Rabenberg, Senniger Powers’ managing partner. “The firm is very pleased with the result and satisfied that we could provide justice for Ms. Johnson,” he said.

Senniger Powers partner David Harlan argued the case and led the legal team, which included associates Scott Eidson and Richard Brophy. The firm originally filed the trademark suit on behalf of Johnson in December 2006. The verdict was announced on Nov. 5, 2008.

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Founded in 1919, Senniger Powers is a leading intellectual property law firm based in St. Louis, Mo., that specializes in all facets of patents, trademarks, copyrights and related litigation. With nearly 40 intellectual property lawyers, many of which have advanced degrees in science and technology, we are the largest IP firm in Missouri. We represent and provide insightful counsel to clients across the country, from Fortune 500 companies to small start-ups, allowing them to achieve a competitive advantage through strategic management of their IP portfolios. For additional information about Senniger Powers, please visit www.senniger.com.