

# ARMSTRONG TEASDALE'S DONNA SCHMITT NAMED AMONG WIPR'S 50 MOST INFLUENTIAL WOMEN IN IP

Armstrong Teasdale announces that [World IP Review \(WIPR\)](#) has recognized Partner and Trademark Services Practice Leader [Donna Schmitt](#) as a 2022 Influential Woman in IP. She is one of just 50 women selected globally.

WIPR's annual Diversity Magazine includes profiles of the leading female IP practitioners from around world, as well as rising stars in the industry, and shares interviews, statistics and articles on equality in the intellectual property space.

Schmitt strategically manages global trademark portfolios and advises clients on copyright, trade dress and trade secret matters. Businesses in a variety of industries look to her to handle domestic and foreign trademark prosecution and for guidance on trademark selection, use, registration, policing, protection, infringement and enforcement. She also advises on commercialization of intellectual property through licensing. Schmitt counsels on domain name registration and use of trademarks and copyrights in social media.

As part of her practice, Schmitt works to identify trends and new tools to enforce intellectual property rights, including efforts to curb the sale and distribution of counterfeit and knockoff products from electronics to personal care items. She manages oppositions and cancellations at the United States Trademark Trial and Appeal Board, as well as in dozens of foreign countries. She develops and implements customs enforcement programs for her clients and, due to her in-house experience, incorporates business solutions along with legal options.

Schmitt's experience and current practice includes entities that provide goods and services in an array of industries. Schmitt is a member of Armstrong Teasdale's Health Care and Life Sciences industry team representing numerous entities, including local, regional and global health care systems and technology and investment companies focusing on this industry. She is also a member of the firm's Fashion and Design practice area representing large international luxury brands and local and international fashion entrepreneurs.

## PEOPLE

Donna Frazier Schmitt

## SERVICES AND INDUSTRIES

Intellectual Property

Trademark



**Armstrong  
Teasdale**

Prior to joining the firm in 2015, Schmitt served as in-house counsel for Energizer Holdings and Edgewell Personal Care. She led the trademark and copyright department managing global trademark clearance and prosecution for a 10,000-plus trademark portfolio.

Active in the community, Schmitt has volunteered for academic and charitable institutions including Washington University School of Law, and is a board member for Whole Kids Outreach and a trustee for the City of St. Louis Mental Health Board, where she serves on the Finance Committee.

Schmitt is also a recognized IP Star by Managing Intellectual Property; a World Trademark Review (WTR) 1000 Recommended Individual; and is among The Best Lawyers in America® for Trademark Law, and was selected as their Trademark Lawyer of the Year in 2022.