

# DONNA SCHMITT, JULIA LANG RECOGNIZED IN 2025 WORLD TRADEMARK REVIEW 1000

Armstrong Teasdale announces that Partner [Donna Schmitt](#) and Counsel [Julia Lang](#) have been recognized in the [2025 edition of the World Trademark Review \(WTR\) 1000](#), which identifies leading national and international trademark practitioners and firms around the world. In addition, the firm has been recognized as Highly Recommended in Missouri and Kansas.

The firm was lauded for its “strong squad of IP attorneys who truly grasp brand significance” and was called “the top choice for businesses seeking diverse trademark services, ensuring global IP protection and enforcement.” The publication said Schmitt is “known for her top-notch trademark prosecution” and “expertly manages international portfolios and offers insightful IP counsel.” Lang was recognized as a “strategic IP counsel expert” who “prioritises her clients, crafting and executing long-term plans to protect their intellectual property, setting them up for success.”

Now in its 15th year, the WTR 1000 features more than 80 international and U.S. state-specific chapters analyzing local trademark legal services markets and profiling the firms and individuals singled out as leaders in their respective fields. Rankings were determined by positive feedback from market sources through research conducted over a four-month period.

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. Schmitt also advises on commercialization of intellectual property through licensing, and counsels on domain name registration and use of trademarks and copyrights in social media.

Lang provides strategic counsel on how best to manage, monetize and safeguard clients’ trademarks and other intellectual property. She works to design and implement long-term strategies that allow her clients to secure maximum protection of, and extract maximum value from, their intangible business assets. She regularly advises clients on diverse aspects of intellectual property and technology law, with extensive experience managing trademark clearance, selection, risk mitigation, prosecution, enforcement and settlement

## PEOPLE

Donna Frazier Schmitt

Julia M. Lang

## SERVICES AND INDUSTRIES

Trademark



matters; developing and implementing global brand protection strategies; enforcing and defending clients' trademarks in Trademark Trial and Appeal Board proceedings.

The firm's IP lawyers and professionals have a broad range of experience, including former in-house counsel for some of the most widely recognized global brands. They are experienced in the preparation and prosecution of trademark and service mark applications domestically and around the world, as well as opposition and cancellation efforts before the Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office and around the world.

The Trademark team also works closely with lawyers in the copyright, patent, international, corporate and litigation practice areas to protect and enforce clients' rights worldwide. This close collaboration offers each client the full benefit of our lawyers' knowledge in every situation.

Armstrong Teasdale, Schmitt and Lang are each profiled in the 2025 edition.