



## DONNA FRAZIER SCHMITT

### PARTNER

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As a member of the Intellectual Property practice group and leader of the Trademark Services practice area, Donna 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 Donna 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. Donna counsels on domain name registration and use of trademarks and copyrights in social media.

As part of her practice, Donna 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.

Donna's experience and current practice includes entities that provide goods and services in an array of industries. Donna 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.

Active in the community, Donna has volunteered for academic and charitable institutions including being an adjunct professor at Washington University School of Law, volunteer for Motion for Kids and active board service for the City of St. Louis Mental Health Board and Whole Kids Outreach.

### EDUCATION

- Washington University School of Law (J.D., 1991)
  - Order of Barristers
- University of Arkansas (B.A., *magna cum laude*, 1988)
  - English
  - Phi Beta Kappa

### SERVICES AND INDUSTRIES

Agribusiness and Food

Consumer Products and Services

Copyright

Emerging Companies

Financial Services and Banking

Health Care and Life Sciences

Intellectual Property

Intellectual Property Litigation

International

Litigation

Manufacturing and Innovation

Mergers and Acquisitions

Outside Corporate Counsel

Noncompete and Trade Secrets

Sports, Media and Entertainment

Technology

Trademark

### ADMISSIONS

Missouri

Illinois

Arkansas

## PROFESSIONAL ACTIVITIES

- International Anti-Counterfeiting Coalition (Board of Directors 2006-2016; Executive Committee 2010-2014; Board Chairman, 2010-2012)
- International Trademark Association Committees - Meetings, Legislative, Anti-Counterfeiting (former Chair of North America Subcommittee) and Enforcement Committee
- National Association of Women Lawyers (Fashion Law Affinity Group)
- The Missouri Bar
- Bar Association of Metropolitan St. Louis
- American Bar Association
- Armstrong Teasdale Women's Inclusion Network (Committee Member)

## CHARITABLE AND CIVIC INVOLVEMENT

- City of St. Louis Mental Health Board (Chair; Trustee; Finance Committee; Executive Committee)
- Whole Kids Outreach (Board Member)
- Washington University Schools of Law and Engineering (Adjunct Professor)
- St. Louis Volunteer Lawyers and Accountants for the Arts (Volunteer)
- The College School of St. Louis (Personnel Committee, 2009-2015)
- Grace Place Retreat (Board of Directors, 2008-2012)
- Washington University School of Law (Intellectual Property Advisory Board, 2006-2015)

## ACCOLADES

- Managing Intellectual Property, IP Stars (2022-present)
- Missouri/Kansas Super Lawyers® (2022-present)
- 50 Most Influential Women in IP, World IP Review (2022)
- World Trademark Review (WTR) 1000, Recommended Individual (2021-present); Global Leaders (2024-present)
- The Best Lawyers in America®, Trademark Law (2019-present); Lawyer of the Year (2022)
- Martindale-Hubbell® Bar Register of Preeminent Women Lawyers (2011-2014)
- AV® Preeminent Rated, Martindale-Hubbell
- "40 Under 40," *St. Louis Business Journal* (2005) and Most Popular (2015)

## BACKGROUND

Prior to joining the firm, Donna served as in-house counsel for Energizer Holdings and Edgewell Personal Care where she led the trademark and copyright department. As in-

house counsel, Donna directly managed trademark infringement cases with litigation counsel and developed and implemented a brand protection practice to address counterfeit products globally. She also was part of the development of the companies' trademark licensing programs. Now, Donna brings her in-house experience and perspective when advising clients from manufacturers to developers and service providers on strategic business matters related to intellectual property.