

INTELLECTUAL PROPERTY PARTNERS COURTNEY JACKSON, DONNA SCHMITT LISTED IN WTR 1000

Courtney Jackson and [Donna Schmitt](#), partners in Armstrong Teasdale's [Intellectual Property](#) practice group, have been recognized in the 2021 edition of the World Trademark Review (WTR) 1000, which highlights leading national and international trademark practitioners around the world. The firm's Trademark practice is also recognized in the publication.

Now in its 11th year, the WTR 1000 features more than 80 country 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.

Of the two trademark attorneys, the publication states:

Schmitt takes charge of the trademark practice and sets high standards of sophistication when it comes to the management of global portfolios. From the get-go of brand conception, she brings valuable insight to the table. Similarly focused on prosecution and brand management, Jackson impresses with her "extremely thorough research, excellent recommendations and highly successful outcomes".

Jackson focuses her practice on domestic and foreign trademark portfolio management. Most often, she provides counsel regarding brand management, strategy and related operational issues involving trademarks and copyrights. For various national and international organizations, she assists in the development, maintenance and protection of their trademark portfolios. In addition to providing counsel on product packaging, advertising and marketing materials, Jackson assists clients in the creation and legal implementation of marketing promotions, including sweepstakes and contests that often involve social media.

Leader of the Trademark practice, Schmitt strategically manages global trademark portfolios and advises clients on copyright, trade dress and trade secret matters. Clients in a variety of industries look to her to handle domestic

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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.

The firm is profiled in the 2021 edition, which also includes profiles of Jackson and Schmitt.