



## JULIA M. LANG

### COUNSEL

St. Louis, MO

314.552.6603

[jlang@atllp.com](mailto:jlang@atllp.com)



As a member of Armstrong Teasdale's Trademark practice, Julia 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.

Julia 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 matters; developing and implementing global brand protection strategies; enforcing and defending clients' trademarks in Trademark Trial and Appeal Board proceedings; structuring and negotiating complex commercial transactions, including licensing, strategic alliances and joint development; performing intellectual property due diligence review in connection with brand partnerships, mergers, acquisitions, divestitures and other corporate transactions; and resolving online infringement issues, including those involving social media, cybersquatting, domain name disputes and Digital Millennium Copyright Act (DMCA) takedowns.

### BACKGROUND

Prior to joining Armstrong Teasdale, Julia was chair of the Intellectual Property Practice Group at another St. Louis-area law firm.

### EDUCATION

- Washington University School of Law (LL.M., 2017)
  - CALI Excellence for the Future Award, Intellectual Property Litigation and Dispute Resolution
  - Global Studies Law Review, Advisory Board
  - Dean's Advisory Committee
- Seattle University School of Law (J.D., 2012)
  - Certificate in Tribal Government Business Law
  - Trustee Law Scholar
  - American Indian Law Journal, Editor in Chief and Co-Founder
  - Seattle University Moot Court Board
  - Institute for Indian Estate Planning and Probate
- Washington University in St. Louis (B.A., 2008)
  - Lambda Sigma National Honorary

### SERVICES AND INDUSTRIES

Commercial

Copyright

Emerging Companies

Intellectual Property

Intellectual Property Litigation

Mergers and Acquisitions

Noncompete and Trade Secrets

Outside Corporate Counsel

Trademark

Agribusiness and Food

Consumer Products and Services

Manufacturing and Innovation

Sports, Media and Entertainment

Technology

Artificial Intelligence

### ADMISSIONS

Missouri

Washington

U.S. District Court, Eastern District of Missouri

- Lambda Alpha Anthropology Honorary
- Université Toulouse – Jean Jaurès (2007)

#### **PROFESSIONAL ACTIVITIES**

- Vice Chair, American Bar Association USPTO Trademark Practice and Policy Committee
- International Trademark Association
- American Intellectual Property Law Association
- The Missouri Bar Intellectual Property Law Committee (Vice Chair 2021–2022)
- Washington State Bar Association Intellectual Property Section
- Bar Association of Metropolitan St. Louis Patent, Trademark & Copyright Section

#### **CHARITABLE AND CIVIC INVOLVEMENT**

- Pro Bono Attorney, St. Louis Volunteer Lawyers and Accountants for the Arts
- Pro Bono Attorney, Missouri Free Legal Answers Clinic
- Co-Chair, Washington University Law Eliot Committee
- Mentor, Washington University Women’s Law Initiative (Keynote Speaker 2023)
- Volunteer, Washington University Eliot Society Volunteer Task Force
- Member, Saint Louis Zoo Marlin Perkins Society
- Alumni Interviewer, Choate Rosemary Hall Alumni Volunteer Admissions Network
- Membership Co-Chair, Washington University Alumni Board of Governors (2015–2021)
- Board Member, Washington University Young Alumni Advisory Board (2015–2018)

#### **ACCOLADES**

- *Best Lawyers: Ones to Watch in America*®, Intellectual Property Law (2023-present), Technology Law (2024-present)
- *Missouri and Kansas Super Lawyers® Rising Stars*, Intellectual Property Law (2021-present), Technology Law (2021-present)
- World Trademark Review WTR 1000: The World’s Leading Trademark Professionals (2022-present)
- *Best IP Attorneys*, St. Louis Small Business Monthly (2021-present)
- *Who’s Who in America*, Marquis (2024)
- Fellows of the American Bar Foundation (2022–present)
- *Women to Watch in IP*, American Intellectual Property Law Association (2021)

