

Julie C. Scheipeter

PARTNER

julie.scheipeter@stinson.com

Direct: 314.259.4589

Office: St. Louis



Clients enjoy working with Julie for her professional judgment and ability to change her approach to meet the needs of each individual case. Julie applies her experience as a former law clerk and an experienced advocate to find practical and effective solutions to address each client's unique needs.

Julie focuses her practice on intellectual property litigation and trademark prosecution. Her intellectual property litigation experience includes representing plaintiffs and defendants in trademark, trade secret, copyright, patent and false advertising cases in federal courts nationwide. Julie's trademark litigation practice has allowed her to explore the nuances of the Lanham Act as well as various state unfair competition laws, including California's Unfair Competition Law (UCL). Julie also regularly handles commercial disputes for technology companies, including disputes involving software development agreements.

Julie leverages her background as an appellate law clerk to bring a unique perspective to her cases that incorporates her insight into judicial decision-making and enhances her ability to communicate effectively and persuasively on behalf of her clients.

PRACTICES & INDUSTRIES

Intellectual Property & Technology

Trade Secret Litigation

Business Litigation

Patent Litigation

Trademark Prosecution & Brand Management

Trademark, Trade Dress, False Advertising & Unfair Competition Litigation

Children's Products

ADMISSIONS

Missouri, 2013

Illinois, 2014

Nebraska, 2020

U.S. District Court for the Eastern District of Missouri, 2015

U.S. Court of Appeals for the Eighth Circuit,

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Julie C. Scheipeter

Combining her strong advocacy skills and intellectual property focus, Julie helps clients protect and defend their brands through trademark prosecution and enforcement. She serves as outside trademark counsel for a variety of clients ranging from single member LLCs and family-owned businesses to large corporations. Julie also has experience representing trademark clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office (TTAB).

EXPERIENCE

Assisting a homebuilding company in enforcing its trademark rights against a competitor who recently moved into the client's market.

Defending a restaurant franchisor against claims of trademark infringement, unfair competition, and cancellation of the client's federal trademark registrations.

Defended claims of trademark infringement and unfair competition against a hair care brand that resulted in a favorable settlement for the client.

Represented a publicly traded corporation in trademark, trade dress and copyright claims against a restaurant industry competitor that resulted in a favorable settlement for the client.

Assisted in complex litigation between high technology competitors in the gaming industry involving trade secret, unfair competition and breach of contract claims, including second-chairing a three-week trial and assisting with the appeal.

Represented a medical device company in asserting claims against former employees for trade secret misappropriation and related issues that resulted in favorable settlement her for client.

Represented food packaging company in its assertion of a design patent against a competitor, resulting in a favorable settlement for her client.

2016

U.S. District Court for the Central District of Illinois, 2016

EDUCATION

St. Louis University School of Law, J.D.,
magna cum laude, 2013

- *St. Louis University Law Journal*,
Supervising Editor
- Order of the Woolsack

Rockhurst University, B.A., Political Science
and Psychology, *summa cum laude*, 2010

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Helped to defend a multinational pharmaceutical manufacturer against antitrust claims related to “reverse payment” settlement of intellectual property litigation.

Helped resolve a dispute between competitors in the ink resin industry involving allegations of trade secret misappropriation, breach of contract, unfair competition, and tortious interference with a business expectancy.

RECOGNITIONS

Missouri Lawyers Weekly Up & Coming Attorney Award, 2023

Selected to the 2021-2024 *Best Lawyers in America*® “Ones to Watch” list

Selected to the Missouri *Super Lawyers*® Rising Star List, 2018-2022

PROFESSIONAL & CIVIC ACTIVITIES

Leadership Council on Legal Diversity, 2019 Pathfinder

Women Lawyers’ Association of Greater St. Louis

Rockhurst University, St. Louis Alumni Advisory Council

NEWS

Super Lawyers Recognizes 29 from Stinson on Missouri and Kansas Top Lists

11.14.2023

Missouri Lawyers Media Recognizes Moderson, Scheipeter as Up & Coming Attorneys

10.12.2023

Best Lawyers in America Recognizes 32 Stinson Attorneys as “Ones to Watch”

08.17.2023

Super Lawyers® Recognizes 26 Stinson Attorneys in Missouri and Kansas

11.14.2022

Best Lawyers in America® Recognizes 29 Stinson Attorneys as “Ones to Watch”

08.18.2022

Stinson Elects Nine New Partners in 2022

01.11.2022

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Julie C. Scheipeter

Super Lawyers Recognizes 21 Stinson Attorneys in Missouri and Kansas

11.15.2021

Best Lawyers in America Recognizes 23 Stinson Attorneys as "Ones to Watch"

08.19.2021

Stinson Attorneys Named to 2020 Kansas & Missouri *Super Lawyers* and Rising Stars

11.16.2020

Best Lawyers Recognizes 21 Stinson Attorneys as "Ones to Watch"

08.20.2020

SPEAKING ENGAGEMENTS

Intersection of Business, Law & Technology Seminar

The Ritz-Carlton St. Louis, 11.15.2022

PUBLICATIONS

"2016 Emerging Issues in the Children's Products Industry," February 2016

"Unaccepted Settlement Offer Cannot Moot Consumer Lawsuits," January 2016

Supreme Court Holds "Generic.com" Marks are Not Per Se Generic

07.01.2020

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