

# William D. O'Neill

## PARTNER

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Bill combines his extensive marketing and advertising background with his legal experience to help his clients build strong brands that have a competitive advantage in the marketplace and maximize brand profitability.

Bill's background as an advertising executive lends insight to his counseling in the areas of trademark, copyright, and unfair competition law.

His advertising and marketing experience provides a strong ability to counsel clients on trademark selection and use. Similarly, this background is invaluable in helping clients navigate a broad range of trademark protection actions, from traditional trademark infringement to internet-based situations that include domain name disputes, general unfair competition, false advertising claims, and social media infringement.

## EXPERIENCE

Bill is unique among trademark attorneys because of his long and successful career in the advertising industry. Before becoming an attorney, Bill worked almost 20 years at world-class advertising agencies, first with J. Walter Thompson Company and later as a Vice President of D'Arcy Masius Benton & Bowles. As an advertising executive at these two agencies, he helped develop and execute advertising strategies for brands owned by

## PRACTICES & INDUSTRIES

Intellectual Property & Technology

Trademark Prosecution & Brand Management

Copyright Protection

## ADMISSIONS

Missouri, 1999

District of Columbia, 2000

## EDUCATION

Saint Louis University School of Law, J.D.,  
*cum laude*

- *Saint Louis University Law Journal*, Special Editor

Northwestern University, M.S., Journalism

Northwestern University, B.S., Journalism

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Anheuser-Busch, Brown Shoe Company, ConAgra Foods, Enterprise-Rent-A-Car, Kal Kan Pet Foods, Kraft Foods, M&M/Mars, Northwestern Mutual Life Insurance, Pillsbury, Procter & Gamble, and Trans World Airlines.

Bill continues to combine trademark law and marketing by speaking and writing for business, legal, and marketing groups. He belongs to the American Marketing Association, the International Trademark Association and several bar associations, teaches at the St. Louis University School of Law as an adjunct professor, and provides legal counsel and education through the St. Louis Volunteer Lawyers and Accountants for the Arts.

## RECOGNITIONS

Selected for inclusion in *The Best Lawyers in America*®, 2020 - 2024

## PROFESSIONAL & CIVIC ACTIVITIES

Missouri Bar Association

District of Columbia Bar Association

Bar Association of Metropolitan St. Louis

St. Louis University School of Law, Adjunct Professor, 2005 - present

St. Louis Volunteer Lawyers and Accountants for the Arts

Advertising Club of St. Louis

American Marketing Association

International Trademark Association

American Bar Association

- Former Chair, Trademark Dilution Subcommittee

## NEWS

175 Stinson Attorneys Selected to the 2024 *Best Lawyers in America* List  
08.17.2023

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152 Stinson Attorneys Selected to the 2023 *Best Lawyers in America* List  
08.18.2022

103 Stinson Attorneys Selected to the 2022 *Best Lawyers in America* List  
08.19.2021

112 Stinson Attorneys Selected to the 2021 *Best Lawyers in America* List  
08.20.2020

### **SPEAKING ENGAGEMENTS**

Trademark Law for the Marketing Professional, American Marketing Association, April 2014

"1400 New gTLDs on the Internet: Are Brand Owners Prepared?" Bar Association of Metropolitan St. Louis,  
September 2013

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