



Caroline Chicoine

OF COUNSEL

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OVERVIEW

An electrical engineer before she became an IP and trademark attorney, Caroline is extremely adept at counseling clients on the selection and registration of their trademarks and the enforcement of those trademarks in the virtual world.

When clients need a seasoned trademark professional who can deliver services in a prompt and cost-effective manner, they call Caroline. With 30 years of experience clearing and registering marks, Caroline knows exactly what can and cannot be protected, how to overcome obstacles and how to get clients where they want to be. This in turn gives clients the confidence they need before launching a new brand. Not only does she provide sage counsel on trademark selection, her informed perspective helps clients avoid wasting money on weak or unenforceable marks.

Caroline's experience over the years also has allowed her to establish a niche in developing and implementing enforcement strategies for combating trademark and copyright infringement activity on the internet. Whether it is reclaiming domain names for her clients through negotiation and arbitration or shutting down a website, she has seen it all.

Featured Experience

Trademark Challenge Blocked

Industries

Manufacturing
Technology
Transportation

Services

Advertising & Marketing
Intellectual Property
Technology Commercialization
Trademarks

Challenged by a multimillion-dollar company, a budding entrepreneur enlisted help in clearing and registering her mark so she could return to building her new business. Caroline analyzed the facts, researched the opposing side, and studied the complexities and nuances of legal decisions in this sphere, and in so doing, cleared the way for eventual trademark approval and registration.

Infringing Website Taken Down

Just before the holidays, our client identified a counterfeit website that closely mirrored its official site, unlawfully using its name and trademarks. This fraudulent site was likely deceiving unsuspecting consumers and stealing their identity and credit card information. Caroline collaborated with the client and promptly notified the domain registry of this illegal activity. Within hours, the registry suspended access to the domain, effectively shutting down the fraudulent website.

Experience

- Led diverse group of international experts in trademark and consumer protection laws to develop additional rights-protection mechanisms for brand owners in anticipation of ICANN's rollout of more than 1,000 new gTLDs.
- Drafted and prosecuted numerous Uniform Dispute Resolution Policy complaints for trademark owners/brand holders to successful resolution.
- Efficiently negotiated settlements of scores of online disputes, allowing clients to get back to business.
- Assisted clients in clearing trademarks before launching new products or services on global basis.

Recognition

- *The Best Lawyers in America*®
 - Advertising Law, 2023-2026
 - Trademark Law, 2021-2026
 - Best Lawyers® Trademark Law "Lawyer of the Year," St. Louis, 2025
- World Trademark Review (WTR) 1000: The World's Leading Trademark Professionals, 2021-2025
- Missouri Bar Pro Bono Wall of Fame, 2019, 2021
- Internet Corporation for Assigned Names and Numbers (ICANN)-Implementation Recommendation Team, Chair, 2009; Names Council, 1999-2001

Education

- J.D., The John Marshall Law School
 - *Software Law Journal*, Executive Editor
- B.S., University of Illinois
 - Electrical Engineering

Admissions

- Missouri
- U.S. Patent and Trademark Office

Community Leadership

Caroline is actively involved at her parish, serving on the Parish Council and the Stewardship Committee, as well as volunteering monthly at Loaves & Fishes.

A strong supporter of education, which prepares tomorrow's citizens and leaders, Caroline drew upon her engineering expertise when she coached a middle-school LEGO® robotics team. And at her children's public school, she galvanized support for an English Honor Society to recognize those students excelling outside of STEM.

For the last 15 years, Caroline has also been an adjunct professor of the Trademark Practice course at Washington University's School of Law, as a way to give back to the university which in turn does so much for the community at large.

- FIRST Lego Robotics Team, Coach
- National Charity League, Gateway Chapter, Parliamentarian, 2016-2018
- Washington University School of Law, Eliot Society
- Washington University School of Law, Adjunct Professor of Trademark Practice
- St. Thomas More Newman Center, Parish Council, Stewardship Committee
- Loaves & Fishes Volunteer



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