HUSCH BLACKWELL



Kat Welch

ASSOCIATE

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OVERVIEW

Kat is a trademark and advertising attorney who helps clients answer two deceptively simple questions: Can we protect this? And can we say that?

Kat's trademark practice spans the full lifecycle of a brand, from selecting and registering trademarks to managing portfolios and enforcing rights when someone else gets a little too close. She has particular experience with trademark enforcement and disputes before the Trademark Trial and Appeal Board (TTAB), where she handles oppositions, cancellations, discovery, motions, settlement negotiations, and broader enforcement strategy. She also counsels clients on trademark clearance and prosecution as well as strategies for protecting their brands in the United States and abroad.

Kat also works on the other side of the brand equation: advertising. She counsels clients on comparative advertising, labeling, influencer campaigns, sweepstakes and promotions, pricing and promotional claims, gaming, and other pre-litigation advertising issues. Her work increasingly involves emerging areas of advertising regulation, including sports betting and AI disclosure requirements. She enjoys helping clients turn ambitious marketing ideas into campaigns that can actually make it out of the conference room.

Kat represents businesses of all sizes and across industries, with particular experience in beverage, technology, consumer products, and toys. She works with everyone from growing local businesses seeking their first trademark registration to established companies defending valuable brands. Her approach is practical and business-

Services

Advertising & Marketing
Intellectual Property
Trademarks

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minded: rather than treating legal advice as an obstacle to a business objective, Kat looks for ways to make the law work for the client.

A particular strength of Kat is her ability to see brands from both sides: as a lawyer who helps companies build, protect, and defend what they have created, and as a consumer who knows that brands influence what people notice, trust, and ultimately buy. She brings that perspective—and a genuine enthusiasm for her clients' businesses—to every matter she handles.

Recognition

- International Trade Association (INTA), Rising Star, 2024-2025

Education

- J.D., University of New Hampshire Franklin Pierce School of Law
  - *cum laude*
  - Certificate in Intellectual Property
- B.Acc., Loyola University New Orleans
  - *magna cum laude*
  - Accounting and Management Double Major, Business Analytics Minor
  - Outstanding Graduate Award

Admissions

- Missouri

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Community Leadership

Kat is a board member for Junior Achievement of Greater Saint Louis's Community Impact Board, which aims to prepare young people for life by educating them on entrepreneurship skills, work readiness, and financial literacy.

She also serves on the International Trademark Association's Unreal Campaign committee, providing educational programming for young consumers on the importance of trademarks and the dangers of counterfeit goods. Additionally, she leads a special project team working to create content and resources that promote IP-related careers and that demonstrate how students can pursue such careers.



INTA Rising Star 2024-2025

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