

RENEE REUTER JOINS ARMSTRONG TEASDALE IN ST. LOUIS

Armstrong Teasdale announces the addition of Senior Counsel [Renee M. Reuter](#) to the firm's **Intellectual Property** practice group. Reuter, who has nearly 20 years of experience leading intellectual property programs for one of the country's largest private companies, is one of 50 attorneys and staff who have joined the firm in 2020.

Her skill set is rooted in trademark practice, though her experience also extends to contested marks and litigation. Reuter's past experience includes advising clients at all levels of management on trademark, copyright and domain name matters, from selecting new marks to developing registration, renewal and enforcement strategies, in more than 100 countries and jurisdictions around the world. She has led registration, licensing watch and enforcement programs; provided strategic counsel for proposed trademarks and portfolios; and led due diligence and transition efforts for IP assets in the context of deals and acquisitions. She has advised on online brand protection, including social media and e-commerce matters, as well as registered and overseen portfolios with extensive domain name ownership.

Further, Reuter has more than a decade of experience in government relations, including nearly 10 years as a county councilmember. As such, she has significant legal writing experience and a unique perspective to offer firm clients. She played a key role in drafting the Rules of Procedure now used by the Jefferson County Council in Missouri. In addition, she has drafted legislation, bills, resolutions and amendments, as well as state laws and regulations.

Prior to joining Armstrong Teasdale, Reuter served as the first in-house intellectual property attorney for the largest car rental company in the world. She spent more than 20 years there and spearheaded protection efforts for the company's trademark, patent, copyright and domain name portfolios. As the company grew globally, she secured trademarks and domain names in various jurisdictions and strategically directed several multi-jurisdictional trademark enforcement projects with positive outcomes. Reuter took the lead on trademark licensing matters involving franchisees and stadium naming rights. She also negotiated settlements and domain name purchases, and managed

PEOPLE

Renee M. Reuter

SERVICES AND INDUSTRIES

Intellectual Property



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trademark litigation and opposition matters in jurisdictions around the world.