

Laila S. Wolfgram

OF COUNSEL
she / her / hers

St. Louis, MO | 314.552.6840
lwolfgram@polsinelli.com



Laila uses her extensive experience to develop global brand protection strategies for her clients. She advises business owners on the selection, clearance, registration, and enforcement of trademarks domestically and internationally. As a trusted advisor to clients, she helps them identify all types of trademark protection, including non-traditional trademarks, to help leverage brand awareness and value in the marketplace, online, and on social media. She is responsible for maintaining and growing trademark portfolios for companies in a large variety of industries such as pharma, cosmetics, financial services, consumer products, technology, hospitality, and food/beverages, each of which are comprised of hundreds of marks both in the U.S. and abroad.

Laila has also represented numerous clients before the Trademark Trial and Appeal board, has a wealth of experience with Uniform Domain-Name-Dispute-Resolution proceedings, and regularly performs due diligence for intellectual property matters in corporate transactions. Laila is committed to understanding the complex industries in which clients operate and developing strategies for monitoring and enforcing trademark portfolios.

Education

- Quinnipiac University (J.D.)
- Boston University (B.A., *cum laude*)
 - Economic and International Relations

Bar Admissions

- Missouri

Memberships

- River City Journalism Fund, Board Member and Proposal Review Committee
- Volunteer Lawyers and Accountants for the Arts, Past Board Member
- South Asian Bar Association of Metropolitan St. Louis, Past Vice President
- International Trademark Association
 - The Trademark Reporter Committee, 2026-2027

Capabilities

- Intellectual Property
- Trademark, Copyright & Branding
- Uniform Domain Name Dispute-Resolution Policy
- International Trademark & Clearance
- Trademark Clearance & Prosecution

- American Intellectual Property Law Association
- American Bar Association
 - Patent and Trademark Office Affairs, Trademark Committee, Voting member, 2005-2006
- The Missouri Bar
- Bar Association of Metropolitan St. Louis
- Patent, Trademark and Copyright Steering Committee, Chair 2012-2013

Recognition

- Adjunct Professor – Washington University School of Law in St. Louis, Missouri – Trademark Practice

Polsinelli BitBlog

February 14, 2023

Jury Sides with Hermès in Pivotal NFT Trademark Case

On February 8, 2023, a federal jury awarded Hermès International and Hermès of Paris, Inc. (“Hermès”) \$133,000 in its trademark lawsuit against designer Mason Rothschild. Hermès sued Rothschild for selling non-fungible tokens (NFTs) of METABIRKINS in the metaverse, thereby...

Publications

November 15, 2024

Trademark Attorney Impersonation Scams Thrive During Crackdown

Quoted, Bloomberg Law

December 1, 2023

Scam Alert – Misleading Communications Related to Trademark Registry and Services

February 10, 2023

Jury Sides with Hermès in Pivotal NFT Trademark Case

December 12, 2022

Legal Education Series - Trademark 101

Presenter, TRTCLE

November 8, 2022

U.S. Trademark Office Changes and the Impact: Rules to Implement the TMA, Specimen Requirements, Foreign Applicants

Co-presenter, Strafford