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Chris is a Partner of the firm and a trademark lawyer who assists his clients in the U.S. as well as those overseas with trademark issues related to global portfolio management, clearance, registration and enforcement.

Chris is consistently voted a "Super Lawyer" in Intellectual Property and a Top 40 IP lawyer by his colleagues in Minnesota and is listed in the International Who's Who of Trademark Lawyers. He has also achieved an AV peer review rating by Martindale-Hubbell.

Chris regularly speaks and writes on trademark issues in the U.S. and Europe. He is an active member of INTA as a former chair of the Classification Subcommittee and member of several Annual Program Committees. He currently chairs the United States Subcommittee of INTA's Law and Regulation Committee. Chris is also an overseas member of ITMA (the U.K. trademark organization) and GRUR (German Intellectual Property Protection Association) and a regular attendee of PTMG (Pharmaceutical Trademark Group in Europe).

Chris currently serves as the firm's Marketing Partner and chairs its Marketing Committee.

Education

University of Minnesota, College of Forestry
B.S., 1987

Hamline University School of Law
J.D., *cum laude*, 1993

- Silver Gavel Honor Society
- Recipient, American Jurisprudence Awards in Civil Procedure and Alternative Dispute Resolution
- Hamline Law Review, Articles Editor (1992-1993), Associate (1991-1992), published student writer

Atlanta

Denver

Knoxville

Madison

Minneapolis

New York

Seattle

Washington DC

Christopher J. Schulte (Continued)

Bar Admissions

State of Minnesota, 1993
United States District Court, District of Minnesota, 1994
United States Court of Appeals, Eighth Circuit, 1994
United States Court of Appeals, Seventh Circuit, 1996
United States Supreme Court, 1997
United States District Court, Northern District of Illinois, 2002

Professional Affiliations

International Trademark Association (INTA)

- 2010-2012: *Chair of U.S. Subcommittee of Legislation and Regulation Committee*
- 2008-2010: *Legislation and Regulation Committee, Europe and Central Asia Subcommittee member*
- 2008-2009: *Annual Meeting 2009 Project Team, Workshops Subcommittee*
- 2006-2008: *Chair of Trademark Office Practices Committee, Classification Subcommittee*
- 2004-2006: *Trademark Office Practices Committee member, Classification Subcommittee*
- 2002-2004: *Meetings Committee member, Annual Meeting 2004 Project Team, U.S. Topics Sub-committee*

Pharmaceutical Trade Marks Group (PTMG), Associate Member

Institute of Trademark Attorneys (U.K.), Overseas Member

Deutsche Vereinigung für gewerblichen Rechtsschutz und Urheberrecht e.V. (German Association for the Protection of Intellectual Property), Member

Atlanta

American Bar Association

- *Member, Intellectual Property Law Section*
- *Chair, 2003-2004, Torts and Insurance Practice Section, Intellectual Property Committee*

Denver

Minnesota State Bar Association

- *Chair, 2003-2004 Computer Law Section*
- *Chair, 2003 Computer Law Institute*
- *Co-Chair, 2001-2003 Contracts Committee Board Member*

Knoxville

German American Chamber of Commerce, Minnesota Chapter

American Intellectual Property Law Association (AIPLA)

Madison

Minnesota Intellectual Property Law Association (MIPLA)

- *Copyright Committee*

Minneapolis

Hennepin County Bar Association

Member, Pixidis Advisory Board

New York

Articles

Protecting Brands Overseas, Even During Recession, by Christopher J. Schulte, Vol. 9, No. 4 Upsize Magazine 10 (August - September 2010)

Seattle

Five Reminders for Filing Trademarks in the U.S., 379 ITMA Review 24 (October 2010)

The Bose Wave Mark: Honest Mistakes No Longer Considered Fraud in U.S., by Christopher J. Schulte and Scott M. Oslick, 369 ITMA Review 29 (October 2009).

Washington DC

Prioritizing resources and organization for Intellectual Property Act of 2008, by Chris Schulte and Heather Kliebenstein, 361 ITMA Review 22 (December 2008).

Christopher J. Schulte (Continued)

ITMA International Meeting, April 2008, Conference Report, by Christopher J. Schulte, 355 [ITMA Review](#), 6 (May 2008).

U.S. Federal Courts Disagree on Liability for Keyword Advertising, by Christopher J. Schulte, 351 [ITMA Review](#) 15 (December 2007).

Protecting Brands Overseas, by Christopher J. Schulte, [IP Law360](#) (September 25, 2007).

U.S. "Famous Mark" Doctrine in Doubt as Federal Court Decisions Lack Consistency, by Christopher J. Schulte, 348 [ITMA Review](#) 22 (September, 2007).

Protecting Brands Overseas -- Economic Globalization and Trademarks, by Christopher J. Schulte, [Intellectual Property Today](#) 10 (August 2007).

Protecting brands overseas: Consider translation, legal issues, by Christopher J. Schulte, [Minneapolis/St. Paul Business Journal](#), Volume 24, No. 51, Page 14. (May 25, 2007).

ITMA London International Meeting, Spring 2007: an American perspective, by Christopher J. Schulte, 345 [ITMA Review](#) 7 (May 2007).

Ninth Edition of the Nice Classification System—A Brief Overview, by Christopher J. Schulte, Rachael Ward, Jeffrey Parker & Co., London and Miriam Hackmey, Luzzatto & Luzzatto, Tel Aviv, [INTA Bulletin](#) Vol. 62, No. 7 (April 1, 2007).

Industry Standards, by Christopher J. Schulte and Andrew S. Ehard, [Private Label Magazine](#) (January/February 2007).

Atlanta

Care Required When Stating Use of Mark in U.S., by Christopher J. Schulte, 336 [ITMA Review](#) 27 (July/August 2006).

Denver

USPTO Proposes Changes to Opposition Practice to Align with U.S. Federal Court Practice, by Christopher J. Schulte, 333 [ITMA Review](#) 16 (April 2006).

Knoxville

BULLSHIT Still Vulgar in U.S., by Christopher J. Schulte, 333 [ITMA Review](#) 18 (April 2006).

Trademark Issues to Consider when Importing into the United States, by Christopher J. Schulte, [News & Views, Magazine of the American Chamber of Commerce in Croatia](#), 23 (June 2005).

Madison

What Every Advertiser Should Know About Trademark Law, by Christopher J. Schulte, [Upsize Magazine](#) (December 2004).

Minneapolis

Six Months After The U.S. Joins the Madrid Protocol - Basics of International Trademark Protection and Effect on U.S. Trademark Practice, by Christopher J. Schulte and Alfons Bauer of Spitz Gaul Golda, Munich, Germany, [The IPC Legal Browser](#), Vol. 4, No. 2 (Spring 2004).

New York

Trademark Clearance Strategies Under the Madrid Protocol in the U.S., by Christopher J. Schulte and Alfons Bauer of Spitz Gaul Golda, Munich, Germany, [Computer Law News](#), Vol. 20, No. 2 (MSBA Computer Law Section Newsletter Spring 2004).

Seattle

New Domain Name Extensions '.biz' and '.info' - More Work for Trademark Owners, by Christopher J. Schulte, [Nameprotect.com](#) Feature News Article (October 5, 2001).

.biz and .info: more work for trademark owners, by Christopher J. Schulte, [Minnesota Lawyer](#), Special Section on Technology, S-6 (September 2001).

Washington DC

The New Anticybersquatting Law and Uniform Dispute Resolution Policy for Domain Names, by Christopher J. Schulte, 36 [Tort and Insurance Law Journal](#) 101 (Fall 2000).

Christopher J. Schulte (Continued)

Abacadabra — Internet Advertising Just Federalized the Nation's Service Mark Law! by Christopher J. Schulte, 22 Hamline Law Review 563 (Winter 1999).

Year 2000 Impact on Software and Licensing Agreements, by Christopher J. Schulte, Keeping Current, Special Edition, Vol.I, No.I, (Winter 1998).

Obtaining Information from Web Site Users -- Valid Marketing Tool or Invasion of Privacy? by Christopher J. Schulte and Heidi A. Kabat (1998).

Is Your Business Name Safe? A Primer on Service Mark Protection and Conservation, by Christopher J. Schulte (1998).

Developing a Copyright Compliance Policy for Your Company, by Christopher J. Schulte, Corporate Counsel News (Fall 1998).

Speeches

"Understanding the Trademark Examiner's Perspective -- Tips for the Private Practitioner", presented with Scott Oslick as a webcast to the Maryland State Bar Association, Intellectual Property Section, March 2, 2011.

"Your Other Nagging Advertising Law & Strategy Questions . . . And Their Answers", panel discussion at the Minnesota State Bar Association Advertising Law and Strategy CLE, March 11, 2011.

"Typical Issues Affecting Madrid Applicants Before the USPTO", AIPPI Czech National Group, Prague, Czech Republic, March 29, 2011.

Atlanta

"What Every Business Lawyer Needs to Know About Intellectual Property", presented as webcast for Minnesota CLE's Business Law Series, October 29, 2009.

Denver

"Dilution -- the U.S. Perspective", presented to the Institute of Trademark Attorneys (ITMA) Autumn Conference, Lisbon, Portugal, September 25, 2009.

Knoxville

"Protecting Packaging and Product Design" Workshop moderator and speaker at International Trademark Association 2009 Annual Meeting in Seattle, Washington, May 18, 2009.

"The Importance of Accurate Declarations of Use and Intent to Use Applications in the U.S.", presented to the Institute of Trademark Attorneys (ITMA) Administrators Conference, London, England, U.K., March 25, 2009.

Madison

"Global Perspectives on Trade Dress Protection: Best Practices for Protecting Product Shapes and Designs - US, Canadian, European & Latin American Perspectives on Methods and Limits of Trade Dress Protection: The US Perspective" presented at American Intellectual Property Law Association 32nd Mid-Winter Institute, Miami, Florida, January 30, 2009.

Minneapolis

"Domain Names, Keyword Advertising and More: An Update on How to Protect Your Trademarks on the Internet", presented at Computer and Technology Law Institute CLE, Minneapolis, MN, October 24, 2008.

New York

"U.S. Trademark Law Update, Fraud, Keywords and More", presented to the Institute of Trademark Attorneys (ITMA) Evening Meeting, London, England, U.K., June 24, 2008.

Seattle

"Section 44 of the Lanham Act and Foreign Based Filings" presented to Minnesota Paralegal Association IP Sectional, Minneapolis, MN, March 18, 2008.

Washington DC

"Using the European Community Design System to Supplement Trademark Protection in Europe", presented with Katie Cameron of R.G.C. Jenkins & Co., London, England, at 2007 Midwest Intellectual Property Institute, Minneapolis, MN, September 28, 2007.

Christopher J. Schulte (Continued)

"Trademark Basics" presented with Andrew Ehard as webcast for 2007 Midwest Intellectual Property Institute, September 26, 2007.

"Practical Advice on Ad Clearance under the Trademark and Copyright Laws", presented at Advertising Law & Strategy in 2007 CLE, Minneapolis, MN, May 18, 2007.

"Clearance and Protection of Your Literary Works" presented at Hatchfest 2006 Film Festival in Bozeman, Montana, October 2006.

"Trademarks 101" presented to a meeting of the Pre-Paid Legal Organization, Minneapolis, MN, April 2006

"Issues Clients Face When Cutting and Pasting Content from eZines, On-line Newspapers and E-mail Bulletins" presented at the Copyright Committee meeting of the Minnesota Intellectual Property Law Association, March 29, 2006.

"Intellectual Property Protection and the Arts," presented at Hatchfest 2005 Film Festival in Bozeman, Montana, October 7-8, 2005.

"Trademark Issues Related to Importing into the United States and the European Union" presented with Alfons Bauer of Munich, Germany, at the U.S. Embassy in Zagreb, Croatia and the American Chamber of Commerce in Croatia (AmCham), September 8-9, 2005.

"What Every Attorney and Their Business Clients Need to Know about Emerging Copyright Issues," presented at the Hennepin County Bar Association, June 15, 2005.

Atlanta

"Advertising Law Crash Course," presented at Minnesota CLE, April 6, 2005.

"Trademark Law Update," presented with Acting USPTO Trademark Commissioner Lynn Beresford at 2004 Midwest Intellectual Property Institute, Minneapolis, Minnesota, October 7, 2004.

Denver

"American Experts' First Experiences with the Madrid Protocol" presented to Federal Republic of Germany's Bundespatentgericht (National Patent and Trademark Court), Munich, Germany, September 30, 2004.

Knoxville

Moderator, "Advanced Tips from the TTAB" and "Internet Policing and Enforcement Strategies," panel discussions at International Trademark Association 2004 Annual Meeting in Atlanta, Georgia, May 4 and 5, 2004.

Madison

Who Owns What? Strategies for Handling Critical Intellectual Property Issues," presented at Minnesota State Bar Association 2004 Advertising Law and Strategy CLE, Minneapolis, Minnesota, March 18, 2004.

"Internet Brand Protection: Current Monitoring and Enforcement Strategies," presented to Spitz Gaul Golda firm, Munich, Germany, May 9, 2003.

Minneapolis

"Internet Brand Protection: Current Monitoring and Enforcement Strategies, A Case Study by Christopher Schulte," presented at State Bar of Wisconsin CLE Program: "Intellectual Property Law in the 21st Century," Milwaukee, Wisconsin, March 28, 2003.

New York

"The Fascinating World of Trademarks," by Christopher J. Schulte, presented to Fireman's Fund Insurance Company General Counsel Office, Novato, California, February 27, 2003.

Seattle

"Update on New Domain Name Extensions and Cybersquatters," by Christopher J. Schulte, presented at the Minnesota State Bar Association Annual Convention, St. Paul, Minnesota, June 21, 2001.

Washington DC

"Protecting Your Brand Online," by Christopher J. Schulte, presented to the Financial Communicator's Network, University of St. Thomas, Minneapolis, Minnesota, May 2, 2001.

Christopher J. Schulte (Continued)

“Protecting Your Assets: A Guide to Trade Secret, Copyright, Trademark and Noncompete Protection,” October 1998 Seminar presented by Meagher & Geer Employment Services Practice Group, Minneapolis, Minnesota.

“The Domain Name Gold Rush,” by Christopher J. Schulte, delivered at the Minnesota State Bar Association 2000 Computer Law Institute, Minneapolis, Minnesota, October 10, 2000.

“Intellectual Property Infringement Exposure for Corporate Directors and Officers on the Internet,” by Christopher J. Schulte, delivered to The St. Paul Companies, St. Paul, Minnesota, July 13, 2000.

“The New Anticybersquatting Law and Uniform Dispute Resolution Policy for Domain Names — Justice at Last for Trademark Owners or Yet Another Bad-faith Claim to Plead in Trademark Litigation?” by Christopher J. Schulte, delivered at the American Bar Association Annual Meeting in New York, Torts and Insurance Practice Section Program, July 9, 2000.

“Advanced Issues in Legal Technology for the Minnesota Paralegal,” by Christopher J. Schulte, delivered to the Institute for Paralegal Education in Minnetonka, Minnesota, February 16, 2000.

Quoted

"How to File a Trademark," Inc.com (February 15, 2010) (commenting on trademark clearance and filing process).

“Merchant & Gould trademark lawyers excel at marketing” Minneapolis/St. Paul Business Journal (September 8, 2006) (feature on the Merchant & Gould Trademark Group and their marketing techniques).

Atlanta

"WalMart Case Highlights Trademark Regime Differences" IPLaw 360 (May 16, 2006)(explaining difference between U.S. trademark registration scheme and other countries in context of "Smiley face" trademark case).

Denver

“High Court Dodges Commercial Issues in Declining Falwell Case,” E-Commerce Times (April 19, 2006) (commenting on how clients can manage gripe sites on-line).

Knoxville

"Good Fences: Even Companies Without 'Special Sauce' Can Protect Their Brand," Upsize Magazine (April 2006) (commenting on methods for stopping online trademark infringement).

“Firm helps businesses ensure they aren’t misrepresented online,” Wisconsin State Journal (May 11, 2005) (quoted on using surveillance software to identify on-line trademark infringements).

Madison

“Download Actions Too Harsh” St. Paul Pioneer Press (June 29, 2004)(quoted on litigation strategy of Recording Industry Association of America to stop downloads).

Minneapolis

“Making Partner: Treating Your Attorney Less Like A Vendor And More Like A Business Partner Can Pay Off For Both Of You,” Twin Cities Business Monthly, 96 (Dec. 2001).

New York

“Here Today, Here Tomorrow, Law Firms Are Doing What It Takes To Service Clients In Our Global Economy,” Minnesota Business, 46 (July 2001)(quoted on Internet’s impact on law firms).

“Safety Helmet, Small Firms Need to Protect Their Big Ideas,” Twin Cities Business Monthly, 136 (May 2001)(quoted on strategic partnering to leverage intellectual capital).

Seattle

“Dress for Court,” Minnesota Technology (Sept.-Oct. 1998) (quoted on trade dress trademark issues).

Washington DC