

## Tricia L. Schulz

### Partner

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Tricia Schulz is a partner and an intellectual property lawyer with Foley & Lardner LLP. Tricia counsels clients on a wide variety of intellectual property issues, including trademarks, branding, copyrights, licensing, enforcement, social media, and advertising. She is a member of the Trademark, Copyright & Advertising and Intellectual Property Litigation Practices as well as the Manufacturing, Food & Beverage, and Health Care & Life Sciences Teams.

Tricia regularly counsels clients on the selection and clearance of trademarks, and has extensive experience in the registration, global management, enforcement, and defense of trademarks. She helps clients with global anti-counterfeiting programs and strategy. Working with local authorities in various countries around the world, she facilitates monitoring, marketplace investigations, sweeps, and raids and all follow-on steps to file effective legal complaints for the purpose of gaining an official judgment against the counterfeiter and preventing further harm.

Tricia has also assisted clients in protecting and enforcing their rights in unique product features, such as color and shape. She has extensive experience in resolving trademark disputes and negotiating trademark agreements.

Tricia also routinely counsels clients on the registration and enforcement of copyright and has assisted clients in resolving copyright disputes and negotiating copyright agreements. She also has experience in domain name dispute resolution, and providing risk assessment and counseling concerning false advertising.

#### Affiliations

- Wisconsin Bar Association
- Association for Women Lawyers in Wisconsin
- American Bar Association
- International Trademark Association

## Sectors

- [Food & Beverage](#)
- [Health Care & Life Sciences](#)

## Practice Areas

- [IP Litigation](#)
- [Intellectual Property](#)
- [Trademark, Copyright & Advertising Counseling](#)
- [Trademark, Copyright & Advertising Litigation](#)

## Education

- University of Wisconsin Law School (J.D., magna cum laude, 2006)
  - Member, *Wisconsin Law Review* (2004-05); Symposium Editor (2005-06)
  - Interned for University of Wisconsin Law School's Legal Assistance to Institutionalized Persons Project (LAIP)
  - Project assistant for the Remington Center
- Luther College (B.A., magna cum laude, 2001)
  - Biology

## Admissions

- Wisconsin
- U.S. District Courts for the Eastern and Western Districts of Wisconsin