

## Senniger Powers' Associate Julie Jennings Named Up and Coming Lawyer.

Senniger Powers' Associate Julie Jennings was named one of *Missouri Lawyers Weekly's* "35 Up and Coming Attorneys" for 2007. She is featured in the August 27 article "Meet the Best of Gen X." The publication selected the 35 attorneys "for their dedication to learning, teaching, and improving their communities."

Ms. Jennings' practice focuses on trademarks, licensing, and copyright, and she is especially interested in several niche topics, including online keyword advertising and copyright protection for fashion designs. She is involved with the Alternative Dispute Resolution Committee of the International Trademark Association, and Volunteer Lawyers and Accountants for the Arts. She is adjunct professor at Washington University where she co-teaches a class in trademark practice. Ms. Jennings is Vice Chair of the Patent, Trademark, & Copyright Section of the Bar Association of Metropolitan St. Louis (BAMSL).

Ms. Jennings is "particularly proud of having represented several small business clients against very large corporations in trademark disputes during the past year...I greatly enjoy developing trademark strategies that augment my clients' overall business model and long-term goals. Such an approach is even more enjoyable, and perhaps even more important, for small business clients, for whom each trademark, or other intellectual property component, can represent a 'make or break the company' asset."

Ms. Jennings has practical advice for other young lawyers who want to stand out. "Get involved in non-billable activities relevant to your practice, such as pro bono work, bar association activities, practice area associations, authoring articles, and speaking engagements. Reach out and find organizations where you can volunteer your services in a meaningful way. Take advantage of each and every networking opportunity you hear about; the more people you meet, the more opportunities you will have to excel."