



## **KANSAS CITY**

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## **OVERLAND PARK**

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## **Assistant**

Michelle Mason  
913.451.5119

## **PRACTICE AREAS**

Closely Held & Family Business

Entrepreneurial Services

Intellectual Property

Trademarks

Copyrights

Franchise & Distribution

## **COURT MEMBERSHIPS**

- District of Columbia
- Kansas
- Missouri
- U.S. Supreme Court

## **EDUCATION**

# **Amy Brozenic**

Partner | [amy.brozenic@lathrooggpm.com](mailto:amy.brozenic@lathrooggpm.com)

Amy Brozenic is a partner in the intellectual property department and serves as leader of the Trademark/Copyright Transactional group. She began her legal career practicing at the United States Patent & Trademark Office as a trademark examining attorney. While at the USPTO, Amy examined thousands of trademark applications to ensure compliance with the Lanham Act and USPTO procedural requirements. In addition, she researched and drafted office actions and appeal briefs.

She currently counsels clients on all areas of trademark portfolio management, including domestic and international trademark registration strategies, policing and enforcement procedures, and licensing of trademarks and copyrights. Her experience also includes representing clients in proceedings before the Trademark Trial and Appeal Board. Amy has extensive experience in trademark clearance and product clearance. She also conducts trademark and copyright due diligence, in addition to handling domain name disputes.

Amy is the Partner in Charge of the firm's Overland Park office.

## **Representative Experience**

- Represented a prescription price and benefits transparency company that offers affordability and adherence solutions to health plans and employers; Representation began from its startup days to being recently acquired by a global leader in health care supplies, retail pharmacy, and pharmaceutical distribution for nearly \$1B.
- Represented one of the country's largest medical and dental benefit providers that exclusively serves federal employees for over 10 years.



University of Missouri-Kansas  
City School of Law, J.D., *cum  
laude*, 2005

University of Kansas, B.A., 2002

- Represented a nonprofit membership association serving the needs of state acute care hospitals, federal and state hospitals and rehabilitation and psychiatric care facilities for over 10 years.
- More than 5 years as US trademark counsel for a global bioscience company that develops natural ingredient solutions for the nutritional and pharmaceutical industries, including research and development in these areas.

## Events

- IP Protections for Your Franchise Brand Webinar  
April 24, 2024
- State of Intellectual Property  
June 3, 2020

## Presentations

- Speaker, *Protecting Your Intellectual Property*, Enterprise Center in Johnson County, Kansas, August 2015
- Panelist and Moderator, *Non-Traditional Trademarks: Prosecution and Enforcement Strategies*, International Trademark Association, July 2015
- Panelist and Moderator, *Did Rosetta Stone v. Google change the trademark infringement landscape for Keyword Advertising?*, International Trademark Association, May 2012
- Speaker, *2012 Kansas Bar Association's Corporate Counsel CLE*, March 2012
- Speaker, *2009 Copyright and Trademark Roundup*, Kansas City Metropolitan Bar Association, March 2010
- Panelist and Moderator, *Policing Trademarks on the Internet and Web 2.0*, International Trademark Association, Jan. 2010
- Speaker, *Protecting Your Trademarks and Enforcing Your Intellectual Property*, Mid States College Stores Association Conference, October 2009
- Speaker, *How the USPTO Works*, Lunch & Learn Series, May 2008

## In The News

- Law360: Lathrop Gage Announces Partner Promotions in 2015  
April 15, 2015
- WIPR: Tim Sendek and Amy Brozenic are Promoted to Partner Status  
February 23, 2015

## News Releases

- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors  
February 22, 2024
- Lathrop GPM Represents CryptoSlam in Combination with Forkast. News  
May 16, 2023
- Lathrop GPM and Nine Intellectual Property Attorneys Earn World Leading Trademark Honors  
February 14, 2023
- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors  
March 16, 2022
- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors  
February 18, 2021
- Amy Brozenic Kimbrough Named a Kansas City Business Journal NextGen Leader  
August 3, 2018
- Amy Brozenic Among Ingram's 40 Under Forty 2018 Class  
April 24, 2018
- Lathrop Gage Attorney Amy Brozenic Appointed to International Trademark Association's Harmonization of Trademark Law and Practice Committee  
January 8, 2018
- Four Lathrop Gage Partners Recognized for Early Career Success  
August 6, 2015
- Lathrop Gage Obtains Women in Law Empowerment Forum's 2015 Certification  
June 25, 2015
- Lathrop Gage Promotes Seven to Partner  
January 16, 2015
- Amy M. Brozenic Joins Lathrop Gage as an Associate  
March 17, 2008

## Professional Affiliations

- International Trademark Association (INTA); Harmonization of Trademark Law and Practice Committee

- Kansas Bar Association, Intellectual Property Section, Executive Committee, 2009-2012

### Community Involvement

- Greater Kansas City Chamber of Commerce, Centurions Leadership Program, Class of 2017
- Northeast Johnson County Chamber of Commerce, Leadership Northeast, Class of 2014
- Kansas City Volunteer Lawyers and Accountants for the Arts
- University of Missouri-Kansas City, Henry W. Bloch School of Management, Regnier Institute for Entrepreneurship and Innovation, Mentor, 2012-2015

### Honors

- *World Trademark Review*, "Leading Trademark Lawyer," 2021-2024
- *Kansas City Business Journal*, NextGen Leaders, 2018
- *Ingram's Magazine*, "40 Under Forty," 2018
- Missouri *Lawyers Weekly* Up & Coming Lawyers of 2015 - Law Firm Leader Award
- Selected as one of the Kansas Bar Association's Continuing Legal Education Seminars' "2012 Outstanding Speakers"
- *The UMKC Law Review*, Lead Literary Editor 2004-2005; Staff Member 2003-2004
- *Willard L. Pollard UMKC Law Review*, 2005
- *Federal Estate Planning Symposium Prize*, 2005
- Phi Beta Kappa Society
- Golden Key International Honor Society