



SUSAN FROHLING COUNSEL

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EDUCATION

J.D.,
University of Chicago Law School, 1995
B.B.A., High Distinction, Marketing
The University of Iowa, 1986

BAR ADMISSIONS

Illinois

Susan Frohling is an experienced trademark lawyer, bringing more than 15 years of experience from both in-house and private practice settings. Susan's extensive in-house experience gives her a unique, business-focused perspective, allowing her to counsel clients with practical and strategic advice on a wide range of trademark and copyright issues.

As Chief Trademark Counsel at Kraft Foods for over eight years, Susan handled a wide range of domestic and global trademark & copyright matters including conflicts, prosecution, licensing, brand protection, outsourcing, M&A due diligence and strategy, designing and managing trademark teams.

EXPERIENCE | LEGAL

- **Brinks Gilson & Liono**, Chicago, Illinois
Counsel, 2016-Present
- **Kraft Foods Group, Inc.**, Northfield, Illinois
Chief Trademark Counsel, 2008-2015
Senior Trademark Counsel, 2004-2008
Trademark Counsel, 1998-2004
- **Schiff Hardin & Waite**, Chicago, Illinois
IP Associate, 1997-1998
- **Pattishall, McAuliffe, Newbury, Hilliard & Geraldson**, Chicago, Illinois
Associate, 1995-1997

EXPERIENCE | CIVIC ACTIVITIES

- **Family Promise**
Coordinator

PRACTICE GROUPS

International Trademark
Trademarks & Unfair Competition
Design Protection

FORWARD THINKING

Alerts

- Louis Vuitton Malletier, S.A. v. My Other Bag, Inc.: Second Circuit Affirms Finding of Trademark Parody and Copyright Fair Use, January 11, 2017

Presentations

- "International Trademark Searching and Filings Strategies for a Global Economy," Brinks 2017 IP Developments Webinar, April 4, 2017
- "Design Patent Damages and *Apple v. Samsung*," Association of Corporate Counsel Annual Intellectual Property Law Program, Chicago, Illinois, September 22, 2016

HONORS

- *World Trademark Review 1000*, Illinois, Silver Band, 'Prosecution and Strategy', 2018

AFFILIATIONS

- International Trademark Association
Subcommittee Chair, Fair Use and Other Boundaries
Office Practices Committee (Current)