



# THINK FORWARD

## Former Kraft Foods Chief Trademark Counsel Susan Frohling Joins Intellectual Property Law Firm Brinks Gilson & Lione

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**CHICAGO**—Brinks Gilson & Lione, one of the nation’s largest intellectual property law firms, today announced that former Kraft Foods chief trademark counsel Susan H. Frohling has joined the firm in its Chicago office as counsel, bolstering its trademarks and unfair competition, international trademark, and copyright practice groups.

Frohling has extensive food and beverage industry experience, including 17 years at Northfield, Ill.-based multinational Kraft Foods. At Kraft, Frohling counseled marketers, strategy teams, and senior executives on a wide range of trademark, right of publicity, and copyright matters, including global and domestic clearance, brand strategy, brand protection, litigation strategy, licensing, and IP issues in social media. She also served as Kraft’s trademark and copyright lead for large mergers and acquisitions.

“Brinks Gilson & Lione has a long-standing reputation as a firm that counts leaders in trademark law in our ranks,” said Brinks president James R. Sobieraj. “We’re proud that Susan Frohling is now a member of our team.” Frohling joins a team of notable Brinks trademark lawyers, including Jerome Gilson, David Fleming, Jeffery Handelman, Howard Michael, Andrew Avsec, and Josh Frick.

“Susan’s extensive industry experience and background as inside counsel will be a tremendous asset to our clients,” said Howard Michael, who co-chairs Brinks’ trademark practice group with Andrew Avsec. “We are delighted to add her to our team.”

Frohling earned her J.D. at the University of Chicago, and graduated with high distinction from the University of Iowa with a B.B.A. in marketing. She is active in the International Trademark Association, where she chaired the fair use and other boundaries sub-committee and is a member of the office practices committee.

Frohling is the second attorney to move to Brinks from Kraft Foods in recent months. In January 2016, research scientist and patent attorney Dr. Rathna Koka joined the firm.

### **Brinks Gilson & Lione**

*The attorneys, scientific advisors and patent agents at Brinks Gilson & Lione focus their practice in the field of intellectual property. Brinks is one of the largest intellectual property law firms in the U.S. Clients around the world use Brinks to help them protect and enforce their intellectual property rights. Brinks lawyers provide counseling in all aspects of patent, trademark, unfair competition, trade secret and copyright law. More information is at [www.brinksgilson.com](http://www.brinksgilson.com).*