



Associate

AJ Schumacher



AJ's practice primarily focuses on all aspects of trademark law, ranging from counseling, prosecution, and global portfolio management to enforcement and other contentious matters, including disputes before the Trademark Trial and Appeal Board, both in the U.S. and internationally. He also has significant experience handling domain name disputes under the Uniform Domain Name Dispute Resolution Policy (UDRP), as well as crafting global domain name acquisition strategies. In addition, AJ has handled various copyright, due diligence, and advertising matters, including advertising clearance and contentious matters before the National Advertising Division (NAD). AJ has worked with clients of all sizes, from beginning stage startups to unicorns and Fortune 5 companies, and some of the world's most famous brands across various industries, such as the professional sports, fashion, beauty, fintech, finance, telehealth, and insurance industries.

Prior to joining Kelly IP, AJ practiced for more than five years in the trademark, copyright, and advertising group at a national Am Law 50 law firm, where he served on the firm's national associate committee.

→ Contact Information

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→ Education

- Marquette University Law School, J.D., magna cum laude, 2016.
- Gannon University, B.A., magna cum laude, 2012

→ Bar and Court Admissions

- Illinois
- Wisconsin

01. Select Publications

- Coauthor, "Sustainability in the Fashion Industry," *The Laws of Fashion: What's Trending in 2022*, March 2022.

02. Public Speaking

- Co-presenter, "Intellectual Property 101 – An Essential Toolkit for Entrepreneurs," StartOut, February 2019.
- Panelist, "Business Basics for Early Stage Founders," StartOut, November 2021.
- Co-presenter, "IP Case Law Year in Review 2021," Webinar, February 2022.
- Co-presenter, "Fashion Law Year in Review 2021," Webinar, January 2022.