



NICOLE L. WURM

Associate

St. Louis

E: nicole.wurm@bclplaw.com

T: [+1 314 259 2048](tel:+13142592048)

BIOGRAPHY

Nicole focuses her practice in intellectual property. Primarily, she assists clients in clearing trademarks, protecting trademarks with state, federal, and foreign registrations, developing and implementing trademark enforcement strategies, and representing clients in trademark and copyright infringement disputes. Nicole actively manages and protects intellectual property rights for a wide array of industries and products, such as computer hardware and software, pharmaceuticals, educational services, cosmetics, electronic devices, clothing lines, and restaurant services.

Nicole also handles various aspects of commercial and transactional intellectual property matters including trademark licenses, assignments, intellectual property development agreements and intellectual property aspects of mergers and acquisitions. She has been involved in pro bono work by assisting non-profit organizations in selecting, registering, and defending trademarks.

During her time in law school, Nicole was a member of the UMKC Law Review, Chief Justice of UMKC Law's Honor Court and a successful competitor on UMKC Law's national mock trial team.

CIVIC INVOLVEMENT & HONORS

- St. Louis Survivors Legal Support (SLSLS), Volunteer Attorney representing victims of domestic violence
- Order of Barristers, 2016
- University of Missouri-Kansas City School of Law Dean's List, 2014-2016
- University of Central Missouri Deans List, 2011-2013

PROFESSIONAL AFFILIATIONS

- American Bar Association (ABA)
- International Trademark Association (INTA), Enforcement Committee (2023-present)
- The Bar Association of Metropolitan St. Louis (BAMSL)

ADMISSIONS

- Missouri, 2016

EDUCATION

- University of Missouri-Kansas City, J.D., 2016
- University of Central Missouri, B.S., 2013

RELATED CAPABILITIES

- Intellectual Property and Technology
- Litigation & Dispute Resolution
- Regulation, Compliance & Advisory
- Trademarks: Counseling, Prosecution & Practical Business Services
- Trademarks: Litigation

RESOURCES

PUBLICATIONS

- "[Dr. Martens Maker Moves To Keep Shein TM Fight Alive](#)", *Law 360*, March 28, 2025