



NICOLE L. WURM

Associate

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Biography

Nicole advises clients on all aspects of trademark and brand protection strategy, helping businesses build, protect, enforce, and maximize the value of their intellectual property assets worldwide. She manages complex U.S. and international trademark portfolios across a broad range of industries and regularly counsels clients on trademark clearance, prosecution, global filing strategies, licensing, brand enforcement, and infringement risk assessment. Drawing on extensive experience guiding brands through every stage of the trademark lifecycle, Nicole provides practical, business-oriented advice tailored to clients' commercial objectives.

Nicole is an experienced advocate in trademark and copyright disputes, representing clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB), as well as trademark infringement and related intellectual property litigation in federal courts. She develops and implements enforcement strategies for domestic and international brand owners,

helping clients address complex disputes, manage risk, and protect valuable intellectual property rights while supporting broader business goals.

In addition to her intellectual property practice, Nicole maintains an active commitment to pro bono service. She regularly represents survivors of domestic violence in obtaining orders of protection and currently co-leads BCLP's partnership with St. Louis Survivors Legal Support. In that role, she helps expand attorney participation in the program and increase access to critical legal services for survivors in the St. Louis community.

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 & Technology Disputes
- Litigation & Dispute Resolution
- Regulation, Compliance & Advisory
- Trademark Prosecution, Counseling & Protection Services
- Trademark Litigation
- Enforcement
- Licensing
- Litigation

Resources

Publications

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