



ELLEN E. WHITEHORN

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BIOGRAPHY

Ellen Whitehorn is a member of the Intellectual Property and Business & Commercial Disputes Practice Groups. She primarily assists clients in clearing, registering, and enforcing trademarks, as well as representing clients in trademark infringement disputes. She has represented clients in the Trademark Trial and Appeal Board and in federal courts. Ellen actively manages and protects trademarks and intellectual property rights for a wide variety of industries and products, including footwear and fashion, real estate, educational services, computer software, health and wellness, and food service.

Ellen has significant experience representing clients in trade dress disputes, including representing a medical device company and a famous footwear fashion company. She also has experience handling aspects of commercial and transactional intellectual property matters, including

trademark licenses and assignments. Additionally, Ellen handles non-trademark litigation matters, including trade secrets and product liability cases.

Additionally, Ellen dedicates significant time to pro bono work ranging from trademark applications for non-profit organizations to criminal matters for incarcerated individuals. She joined the firm as the third BCLP Concordance Fellow. In her first two years at the firm, through the fellowship, Ellen worked with the Concordance Academy to address the legal needs of previously justice-involved individuals in order to ease re-entry and reduce recidivism. Prior to joining the firm, Ellen was a law clerk for a corporate transactional practice at a regional firm in Des Moines, Iowa.

During law school, Ellen was a moot court competitor and editor of the *Journal of Transnational Law and Contemporary Problems*. She also represented clients through the University of Iowa College of Law's Clinical Law Program, where she worked closely with victims of domestic violence in family law matters. Additionally, she was judicial extern to Judge Sara Darrow in the United States District Court in the Central District of Illinois.

PROFESSIONAL AFFILIATIONS

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

ADMISSIONS

- Texas, 2023
- Illinois, 2020
- Missouri, 2018

EDUCATION

- University of Iowa, J.D., 2018
- Baylor University, B.A., 2015

RELATED CAPABILITIES

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

RESOURCES

PUBLICATIONS

- "[Dr. Martens Maker Moves To Keep Shein TM Fight Alive](#)", *Law 360*, March 28, 2025
- "[Assembling a Gold-Medal Worthy Campaign: Trademark Usage, Advertising and Athlete Sponsorship Considerations During the Games](#)," Sports Lawyers Association, August 2024

RELATED INSIGHTS

News

Aug 19, 2024

Trademark Usage, Advertising, and Athlete Sponsorship Considerations at 2024 Olympics

News

Aug 13, 2021

BCLP Represents Client Dr. Martens in Trademark Trial Win

Insights

Jul 02, 2020

Generic.com May Not be Generic: Supreme Court Affirms Registrability of BOOKING.COM