



Mary Ann L. Wymore

Of Counsel

mwymore@ubglaw.com

St. Louis - 314.516.2662

Mary Ann Wymore's knowledge of the fast-changing communications and media industries allows her to represent clients in a range of legal issues. She handles an array of general commercial litigation, representing media organizations, businesses, advertising firms and individuals in the areas of defamation and privacy, advertising, constitutional and technology law, unfair competition and intellectual property law. Her intellectual property work includes advice, counsel and litigation related to patents, trade secrets, copyrights, and trademarks. She regularly litigates patent infringement lawsuits and lawsuits arising under the Lanham Act and various state advertising and consumer protection laws in trial and appellate courts.

Mary Ann frequently assists with pre-publication review, evaluating legal issues ranging from clearance rights to the avoidance of privacy or defamation liability. She also helps clients ensure they are in compliance with the widely varying state and federal regulations on sweepstakes and promotions.

Among her areas of emphasis is the defense of claims brought under the Telephone Consumer Protection Act. In her TCPA practice, Mary Ann has represented a spectrum of more than 80 clients in defense of more than 240 private individual and class action lawsuits in at least 28 judicial venues nationwide. She also has represented clients in defense of governmental TCPA enforcement actions in federal courts and before the FCC.

Mary Ann is a mediator certified in a variety of federal and state courts. She also serves as a panel mediator for Miles ADR and the International Trademark Association. A former journalist and instructor of journalism and communications at UCLA, she has been an adjunct professor of media law and electronic media law at Saint Louis University School of Law and a member of the American Bar Association's Forum on Communications Law. She has written and lectured on communications and media-related issues including social media and the TCPA.

Education

- Southern Methodist (J.D., 1986)
 - Order of the Barristers
- Golden Gate University (M.P.A., 1980)

Practices & Industries

- Construction
- Construction Industry
- Energy Industry
- Advertising, Media & Communications
- Data Privacy & Cybersecurity
- Restrictive Covenants
- Anti-Counterfeiting and Grey Market Goods
- Brand Development, Management & Enforcement
- Intellectual Property & Technology
- Intellectual Property Litigation
- Software & Information Technology
- Trademark Prosecution, Licensing, & Enforcement
- Trade Secret Protection & Enforcement
- Patent Prosecution, Licensing, and Enforcement
- Litigation & Dispute

- Lehigh University (B.A., 1977)

Bar Admissions

- Missouri
- California
- U.S. Court of Appeals, Fourth Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. Court of Appeals, Eighth Circuit
- U.S. Court of Appeals, Ninth Circuit
- U.S. District Court, Eastern District of Missouri
- U.S. District Court, Western District of Missouri
- U.S. District Court, Eastern District of California
- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California
- U.S. District Court, Southern District of California

Professional Affiliations

- INTA Panel of Trademark Mediators (PTM)
- The Missouri Bar (*Media Law Committee Chair*)

Awards & Honors

- Named to *The Best Lawyers in America*®, Advertising Law (2010-2027)
- AV Preeminent®, Martindale-Hubbell® Peer Review Ratings™

Resolution

- Appellate Litigation
- Class Actions
- Educational, Religious & Tax-Exempt Organizations