

# Michael Best Adds Two Intellectual Property Lawyers in Midwest

Michael Best announced that Susan Frohling and Laura Lamansky have joined the firm's Intellectual Property practice group.

Frohling joins as senior counsel in Chicago and Lamansky as an associate in Milwaukee. Their addition follows on the heels of Scott Diring and Christian (Nick) Schaefer's move to the Waukesha and Milwaukee offices earlier this summer.

The firm said Frohling counsels clients on trademark and copyright matters, including brand protection strategy, enforcement, licensing, due diligence, prosecution and litigation. She was formerly the chief trademark counsel at Kraft Foods Group, Inc. where she handled global trademark and copyright issues.

Lamansky focuses her practice on intellectual property and entertainment law matters. On the intellectual property side, she assists clients in trademark and copyright prosecution, enforcement and contract negotiations. Her entertainment law practice encompasses union compliance issues, the development and implementation of compliant promotions and contests and the negotiation of distribution rights, talent and publicity agreements.

Frohling earned her J.D. from the University of Chicago Law School and her B.B.A., with high distinction, from the University of Iowa. She most recently served as counsel at Brinks Gilson & Lionone.

Lamansky earned her J.D., cum laude, from the University of Wisconsin, her M.F.A. from Columbia University and her B.A., magna cum laude and phi beta kappa, from the University of

Southern California. She was most recently co-chair of the intellectual property and entertainment practice group at Stafford Rosenbaum, L.L.P. Prior to her legal career, she was an event and media producer and digital strategist for a variety of entertainment companies.