ATTORNEY JACOB LLOYD HAS JOINED O'NEIL CANNON

Attorney Jacob Lloyd, a *summa cum laude* graduate of Marquette University Law School, has joined O'Neil Cannon's Litigation Practice Group. He brings valuable experience from interning for Chief Justice Annette Ziegler of the Wisconsin Supreme Court and Chief Judge Diane Sykes of the U.S. Court of Appeals for the Seventh Circuit, providing him with a deep understanding of state and federal judicial systems. Additionally, Lloyd has volunteered with the Marquette Legal Clinic, the Afghan Asylum Project, and the Special Olympics of Wisconsin. We are pleased to welcome Lloyd to O'Neil Cannon.

O'Neil Cannon, founded in Milwaukee in 1973, is a full-service law firm that focuses on meeting the many needs of businesses and their owners. Our experienced attorneys work with businesses and their owners at all stages of the business life cycle, helping them start, grow, and transition their businesses. We also assist business owners with their personal legal needs, including tax and estate planning and family law. For more information about the services we provide, please visit our website.

ERICA REIB NAMED ONE OF WISCONSIN LAW JOURNAL'S POWER 30 EMPLOYMENT LAWYERS

Erica Reib leads O'Neil Cannon's Labor and Employment Practice Group. She represents businesses in state and federal courts, administrative agencies, arbitrations, and mediations; assists clients with drafting, enforcing, and defending employment agreements, restrictive covenants, and employee handbooks; provides clients with day-to-day advice, counseling, and training on labor and employment matters; and supports clients with the labor and employment aspects of transactions.

THE POWERLIST

WISCONSIN LAW JOURNAL



ERICA REIB

O'NEIL CANNON HOLLMAN DEJONG & LAING

Erica Reib is the head of the Labor and Employment Practice Group with Milwaukee-based O'Neil Cannon Hollman DeJong & Laing.

Reib works on a broad range of labor and employment issues for companies, including employment discrimination litigation and employment policy.

According to Reib, her law practice has been very fulfilling.

"I enjoy helping companies solve problems to try to find solutions to employment law issues," Reib said.

Reib received her undergraduate degree from West Virginia University and graduated from Marquette University Law School.

She is admitted to practice with the State Bar of Wisconsin, Eastern District of Wisconsin, Western District of Wisconsin, 7th Circuit Court of Appeals, and the Northern District of Illinois.

Reib is no stranger to award recognition and has received awards for: Joseph E. O'Neill Prize for Student Writing, 2011; Martin J. Greenberg Award, 2011; Joseph E. Tierney Jr. Award, 2011; Editor-in-Chief of the Marquette Sports Law Review, 2010–2011; CALI Award, Employee Benefits, 2010; CALI Award, Professional Sports Law, 2010; CALI Award, Amateur Sports Law Workshop, 2010; and the Posner Pro Bono Society, Sports Law Certificate.

KELLY SPOTT ELECTED PRACTICE GROUP LEADER FOR THE TRUST, ESTATES AND SUCCESSION PLANNING GROUP

O'Neil Cannon proudly announces the election of Kelly Spott as the practice group leader for the Trust, Estates and Succession Planning Group, effective July 1, 2024.

"I am honored to have been elected as the new practice group leader for the Trust, Estates and Succession Planning Group," said Spott. "I look forward to leveraging my experience and passion for assisting families to further strengthen our services in estate planning and tax matters."

Spott has been a vital part of the O'Neil Cannon team since 2017, specializing in estate planning, succession planning, probate administration, trust administration, and inheritance litigation. She is licensed to practice in Wisconsin and Florida.

THE WILAW QUARTERLY NEWSLETTER

Newsletter Article Highlights:

- A Beginner's Guide to Trademarks: Part One—Trademark Basics
- Wisconsin Expands Child and Dependent Care Tax Credit
- FTC Bans Employee Non-Competes, but Legal Challenges Expected

Firm News:

- Attorney Emily Behn Has Joined O'Neil Cannon
- O'Neil Cannon Serves as Legal Advisor to Engendren Corporation in its Sale to Cummins Inc.
- O'Neil Cannon Ranked in 2024 "Best Law Firms"

Click the image below to read more.

A BEGINNER'S GUIDE TO TRADEMARKS: PART ONE—TRADEMARK BASICS

What is a Trademark?

A trademark can be any mark representing words, phrases, symbols, designs, or a combination of these that identifies your goods or services. In practice, the most common trademarks are business names and logos. Trademarks accomplish several objectives. They (1) identify the source of your goods or services; (2) provide additional legal protection for your brand; and (3) help to guard against counterfeiting and fraud. Creative and unique trademarks are the most effective in accomplishing these objectives and are easier to protect in the long run.

How Are Trademark Rights Obtained?

A common misconception is that the registration of a trademark with a state or the federal government is a requirement for any trademark rights. However, you establish some trademark rights as soon as you start using a specific trademark (*e.g.*, your business name or logo) in connection with the marketing and sale of your goods or services. But these rights established solely via trademark use are limited and generally only apply to the specific geographic area in which you're providing your goods or services with the accompanying trademark.

Why Register a Trademark with the United States Patent and Trademark Office?

Registering your trademark with the United States Patent and Trademark Office will provide you stronger, nationwide trademark rights in comparison to trademark use alone or state trademark registrations. Moreover, registering your trademark with the USPTO will allow you to protect your trademark and enforce your trademark rights both at the federal level in the United States and in foreign countries. Other benefits of registering your trademark with the USPTO include having your trademark listed in USPTO's database to provide notice to the public when searching for or considering registration of an identical or similar trademark and the use of the federal trademark registration symbol (®) to deter others from using your trademark.

O'NEIL CANNON SERVES AS LEGAL ADVISOR TO

ENGENDREN CORPORATION IN ITS SALE TO CUMMINS INC.

O’Neil Cannon advised Engendren Corporation in its recent sale to Cummins Inc., a global powertrain manufacturer. Over the past couple of years, Engendren has experienced tremendous growth, and it looks forward to continued advancement and expansion as Cummins invests in improving Engendren’s capabilities. This support will further enable Engendren to provide world class cooling solutions for all its customers. Engendren is part of the Cummins Power Systems Business but will continue to operate independently.

The O’Neil Cannon deal team was led by Chad Richter with assistance provided by Pete Faust, Britany Morrison, Sam Nelson, Erica Reib, and Nick Chmurski.

ATTORNEY EMILY BEHN HAS JOINED O’NEIL CANNON

Attorney Emily Behn, a *cum laude* graduate of the University of Wisconsin Law School, has joined O’Neil Cannon. Emily is a member of the firm’s Litigation Practice Group, where she assists clients in a wide variety of both personal and commercial litigation matters ranging from inheritance and contract disputes to business shareholder disputes, property disputes, and renovation and construction disputes. Prior to law school, Emily studied journalism and worked in public relations telling the stories of both public and private sector clients in the health care, food and beverage, agriculture, and gaming industries. She now leverages her communications experience in her legal advocacy. We are very pleased to welcome Emily to O’Neil Cannon.

O’Neil Cannon, founded in Milwaukee in 1973, is a full-service law firm that focuses on meeting the many needs of businesses and their owners. Our experienced attorneys work with businesses and their owners at all stages of the business life cycle, helping them start, grow, and transition their businesses. We also assist business owners with their personal legal needs, including tax and estate planning and family law. For more information about the services we provide, please visit our website.

WELCOME BACK, GLENN “DOC” RIVERS



In the summer of 1982, when Glenn “Doc” Rivers was a student-athlete at Marquette University, he was a messenger at our firm, running errands and playing on the firm’s softball team (he pretty much covered the entire outfield). Likely due to the tremendous training and experience he received from our firm, Doc has had great success since then. He played in the NBA for 14 years; has been a head coach in the NBA for 25 years; won an NBA championship; was named Coach of the Year in the NBA; and is now the head coach of the Milwaukee Bucks. Welcome back to Milwaukee, Doc. It was clear to us way back in 1982 that Doc was destined for great things.

THE WILAW QUARTERLY NEWSLETTER – JANUARY 2024

Newsletter Article Highlights:

- Navigating the Corporate Transparency Act: A Must-Read for Every Business Owner
- IRS Announces Changes to Estate and Gift Tax Exemptions for 2024
- Important Update for PayPal and Venmo Users: IRS Postpones 1099-K Reporting Requirement!

Firm News:

- Super Lawyers Recognizes 28 O’Neil Cannon Attorneys
- Firm Prevails in Three Cases in the Wisconsin Court of Appeals in a 45-Day Time Span
- Tax Reform Bill Passes with Advocacy from Britany Morrison and Nancy Wilson
- O’Neil Cannon Ranked in 2024 “Best Law Firms”

Click the image below to read more.

FIRM PREVAILS IN THREE CASES IN THE WISCONSIN COURT OF APPEALS IN A 45-DAY TIME SPAN

Dean Laing of our firm recently won three cases in the Wisconsin Court of Appeals in a time span of 45 days. In the first case, *Sims v. Jerusalem Missionary Baptist Church, Inc.*, Appeal No. 2022AP1590, 2023 WL 7138521 (Oct. 31, 2023), the Court of Appeals affirmed the decision of the trial court in Milwaukee County on issues dealing with whether members or directors have the authority to adopt and amend corporate by-laws. A copy of the decision can be found here.

In the second case, *Tikalsky v. Tikalsky*, Appeal No. 2020AP1345, 2023 WL 8447227 (Dec. 6, 2023), the Court of Appeals affirmed the decision of the trial court in Waukesha County on issues dealing with claims of undue influence in a will contest case and the authority of a trial court to sanction a litigant for misconduct. A copy of the decision can be found here.

In the third case, *Keyes v. Schmidt*, 2023AP323, 2023 WL 8613909 (Dec. 13, 2023), the Court of Appeals affirmed the decision of the trial court in Washington County on issues dealing with alleged oppression of a minority shareholder and the ability of shareholders to contractually circumvent the laws on derivative actions. A copy of the decision can be found here.

It is a rare feat to obtain a trifecta of wins from an appellate court in a 45-day time span. Congratulations to Dean on this accomplishment.