

Trenton K. Seegert

Associate

Minneapolis, Minnesota

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Service Areas:

- Business Law
- Intellectual Property
- Intellectual Property Litigation
- Mergers & Acquisitions

Education:

Mitchell Hamline School of Law, St. Paul, Minnesota

- J.D.
- Editor-in-Chief, Cybaris® Intellectual Property Law Review
- Editing Associate, Mitchell Hamline Law Journal of Public Policy and Practice
- President, Sports and Entertainment Law Society

University of Wisconsin–Madison, Madison, Wisconsin

- B.A., Economics and Communication Sciences

Admissions:

- Minnesota
- U.S. District Court, District of Minnesota

Trenton Seegert helps businesses, entrepreneurs, and nonprofit organizations protect and maximize the value of their brands and intellectual property assets. His practice focuses on trademark and copyright prosecution, portfolio management, corporate transactions, and general business counseling, with an emphasis on practical, business-oriented solutions tailored to each client's goals.

Trenton advises clients through every stage of the business lifecycle, from entity formation and governance matters to contract negotiation, succession planning, and mergers and acquisitions. He also counsels clients on the development, commercialization, maintenance, and protection of trademarks, copyrights, and other intangible assets, including clearance analysis, registration strategy, portfolio management, office action responses, and proceedings before the United States Trademark Trial and Appeal Board.

In addition to his intellectual property and corporate practice, Trenton advises clients in the beverage, technology, financial services, healthcare, and nonprofit sectors on a range of operational and regulatory matters. He regularly reviews and negotiates distribution, service provider, and commercial agreements, helping clients manage risk while supporting growth and innovation.

Drawing on his background in economics and communications, Trenton approaches client matters with a strategic and efficient mindset, focusing on clear guidance and practical outcomes. He is particularly passionate about helping creative professionals, artists, athletes, and mission-driven organizations protect their brands and navigate evolving issues involving trademarks, copyrights, rights of publicity, and name, image, and likeness matters.

Trenton is active in the legal and arts communities through volunteer work with LegalCORPS, Springboard for the Arts, and Minnesota Lawyers for the Arts.

Affiliations

- Minnesota State Bar Association
- MSBA Sports, Art, and Entertainment Law Section, Vice Chair
- Hennepin County Bar Association