



## Helena M. Guye

### Counsel

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[Helena Guye helps protect and maintain the value of clients' intellectual property.](#)

Helena focuses her practice on trademark, patent, copyright, and trade secret litigation and enforcement. Helena also goes beyond enforcement, advising clients on strategies to acquire and maintain their intellectual property assets, including trademark clearance, procurement, and prosecution. She has assisted in the enforcement and acquisition of both domestic and foreign trademark portfolios.

While attending law school, Helena worked as a Judicial Extern at the U.S. District Court for the Eastern District of Missouri, gaining valuable insights on courtroom procedures and the judicial decision-making process while assisting with trial preparation and proceedings. She broadened her legal experience further as a volunteer for the St. Louis Volunteer Lawyers and Accountants for the Arts.

Helena is an avid reader and movie buff. She also enjoys camping, hiking, and floating. Above all else, Helena loves spending time with friends, family, and her Miniature Bull Terrier, Pearl.

### Education

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- University of Missouri-Columbia School of Law (J.D., 2020); Journal of Dispute Resolution, Note and Comment Editor
- Webster University (B.A. in English, 2017)

### State Admissions

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- California, 2023
- Missouri, 2020

### Service Areas

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- Intellectual Property
- IP Litigation
- Copyright Law
- Internet Law & Domain Names
- Trade Secret Litigation
- Trademarks

### Publications & Events

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#### **SPEAKING ENGAGEMENTS**

- “Trademarks and the First Amendment,” Tucker Ellis In-House Counsel Summit (October 2023)

#### **PUBLICATIONS**

- *IP Tip of the Month* Blog Posts
- “The Perils of Dabbling’: AI and the Practice of Law,” *Reuters Legal News* and *Westlaw Today* (September 2023)
- “Bad Spaniels’ Supreme Court Ruling Sheds Light on Trademark Parodies,” Tucker Ellis Client Alert (June 2023)
- “COVID-related Cybersquatting Underscores Importance of Vigilant Trademark Policing,” *Westlaw Journal Intellectual Property* (November 2020)

#### **Honors**

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- Best Lawyers: Ones to Watch® in America (2026)