



David G. Schelzel
Attorney

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I listen carefully to my clients. I try to equip them with knowledge and insight to make the best decisions that line up with their values and goals.

David Schelzel helps clients understand, protect and use their intellectual property to further their values and objectives. He works regularly on significant branding projects, and maintains and protects hundreds of trademark portfolios in a wide variety of areas and industries. He is deeply involved in transactions involving books, music, art, design, film, photography, software, technology and the Web, and represents a diverse set of clients in the nonprofit, creative and startup space. David works closely with a number of famous individuals to protect their copyright, privacy and publicity rights, and their related businesses, nonprofits, charities and foundations. He is the City Attorney for the City of Wayzata, MN, and works regularly with the cities of Wayzata and Golden Valley in municipal law and land use matters.

Experience

- › Helped establish and structure several nonprofit organizations to steward intellectual property assets of significant authors, teachers and thinkers.
- › Represented world-renowned MN musician in intellectual property and business matters, and in protecting trademarks, copyrights and rights of privacy and publicity.
- › Represented several New York Times best-selling authors in publishing transactions, content protection and licensing, and business deals.
- › Helped several large companies and charitable organizations through the process of name changes and rebranding.
- › Regularly manages trademark portfolios of long-standing clients through the process of clearance, registration, maintenance, and policing, including a number of prominent and famous brands.
- › Represented acclaimed music producers, composers and performers in recording, management, band, publishing and distribution agreements.
- › Represented several branding, strategy, commercial music and advertising agencies in organizing and operating their business.
- › Serves as City Attorney for Minnesota's most idyllic, lakeside, small town—Wayzata, MN.

Areas of Practice

BEST & FLANAGAN

Business & Corporate Law
Non-Profit & Tax Exempt Organizations
Municipal Law & Land Development
Intellectual Property
Advertising & Marketing Law
Art, Film, Music & Creative Law
Copyright
Domain Names & Disputes
Entertainment Law
Fashion & Beauty
Food, Beverage & Hospitality
IP Ownership & Commercialization
Privacy & Data Security
Publicity
Technology
Trademarks & Branding
Web, E-Commerce & Social Media

Education

J.D., University of Minnesota, 2002, *cum laude*,
Minnesota Intellectual Property Review
B.A., Pennsylvania State University, 1992, academic honors

Admissions

State of Minnesota

Firm News/Articles

- > David Schelzel Participates in Panel Discussion at 2017 SXSW Conference
- > Insurance Coverage for "Advertising Injury" Liability

Professional Associations

- > International Trademark Association
- > American Intellectual Property Law Association
- > American Bar Association
- > Minnesota State Bar Association

David's Team

- > Charles Berquist, Attorney
- > Daniel Grimsrud, Attorney
- > Steven Kruger, Attorney
- > Ashleigh Leitch, Attorney
- > Edward Sheu, Attorney

