



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 also the City Attorney for the City of Wayzata, MN.

## 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

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# 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

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

## Admissions

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State of Minnesota

## Firm News/Articles

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- > FinCEN Announces Interim Final Rule for CTA Reporting
- > Corporate Transparency Act Update
- > Filing Deadlines Back in Effect for Corporate Transparency Act
- > Updates Regarding Enforcement of Corporate Transparency Act Reporting
- > Enforcement of Corporate Transparency Act Reporting Temporarily Suspended
- > Review Your Terms of Use & Privacy Policies
- > Corporate Transparency Act Effective January 1, 2024
- > David Schelzel Participates in Panel Discussion at 2017 SXSW Conference
- > Insurance Coverage for "Advertising Injury" Liability

## Professional Associations

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

## David's Team

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- > Martha Engel, Attorney
- > Alexander Farrell, Attorney
- > Kumayl Lakha, Attorney
- > Charles Berquist, Attorney
- > Daniel Grimsrud, Attorney
- > Steven Kruger, Attorney
- > Robert Williams, Attorney