

# Mark Sableman

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## THOMPSON COBURN LLP

Mark Sableman concentrates his practice in the areas of communications, intellectual property and information technology. He advises clients on intellectual property, publication, and policy issues involving traditional and new media and business communications. He litigates trademark, copyright, libel, privacy, advertising, unfair competition, and trade secret cases, as well as technology and Internet-related claims. He has prepared amicus briefs on constitutional issues for the U.S. Supreme Court. He has also litigated a broad range of commercial cases in state and federal courts. He regularly writes, speaks and teaches regarding intellectual property, communications and Internet law.

### Education

- **Georgetown University Law Center**  
J.D., *cum laude* (1979)  
*Articles Editor, Georgetown Law Journal*
- **Northwestern University**  
M.S.J. (1973)
- **Grinnell College**  
B.A., *with honors* (1972)

### Publications

- MORE SPEECH, NOT LESS: COMMUNICATIONS LAW IN THE INFORMATION AGE, *Southern Illinois University Press* (1997)
- "Resolving Advertising Challenges Early and Efficiently," *in "Inside the Minds: Managing Advertising and Marketing Legal Issues," Aspatore Books* (2008)
- "Artistic Expression Today: Can Artists Use the Language of Our Culture?" *52 ST. LOUIS UNIVERSITY LAW JOURNAL* 187 (2007)
- "Keyword-based Advertising: Filling in Factual Voids (Geico v. Google)," *97 TRADEMARK REPORTER* 681 (2007)
- "Fair Comment, The 'Brightest Jewel in the Crown of the Law,' as Protection for Free Speech and Against Abusive SLAPP Suits," *JOURNAL OF THE MISSOURI BAR* (May-June 2005)
- "Link Law Revisited: Internet Linking Law at Five Years," *16 BERKELEY TECHNOLOGY LAW JOURNAL* 1273 (2001)
- "Business Liabilities on the Internet," *JOURNAL OF INTERNET LAW* (June 1999)
- Editor and Contributor, *MISSOURI BAR MEDIA LAW HANDBOOK* (1997)
- "News Media Access to Computer Records: Updating Information Laws in the Electronic Age," *26 ST. LOUIS UNIVERSITY LAW JOURNAL* 349 (1991)
- "How To Prevent Defamation Claims," *THE PRACTICAL LAWYER* (1988)



### Civic Involvement

- **Washington University School of Law**  
Adjunct Professor,  
Internet Law (2001-Present)
- **Webster University**  
Adjunct Professor, Media Law (1992-1996)
- **Missouri Bar, Chair, Media Law Committee**  
(1995-97; 2006-present)
- **American Civil Liberties Union - Eastern Missouri Affiliate**  
President (1992-1995)  
Trustee (1988-1997; 2005-present)

### Honors

- Listed in The Best Lawyers of America (Since 1997)
- Burton Award for Legal Achievement (2008)
- Ladas Memorial Award for Best Professional Article on Trademark Law, International Trademark Association (2003)
- Bar/News Media Award, Bar Association of Metropolitan St. Louis (1988)