



# DANNA MCKITRICK, P.C. ATTORNEYS AT LAW

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Ruth Binger is the department head of Danna McKitrick's transactional practice group which includes mergers and acquisition transactions, tax, employment, banking, real estate finance, international law, securities, business and commercial law, and dispute resolution. Ruth advises family-owned and closely-held businesses and multinational companies in many industries, including manufacturing and distribution, professional services including web development and software development, transportation and retail.

Understanding that the law is a tool, Ruth uses her 20+ years of representing businesses and her 17+ years of facilitating business owner peer advisory boards to responsively and effectively recommend the most appropriate and effective legal strategy.

**Corporate and Business.** Guiding clients on formation, structure, governance and exit strategies, Ruth creates and reviews contracts for licensors/licensees, franchises, consulting, and joint venture agreements.

**Intellectual Property and Digital Law.** Ruth works in the ever-evolving arena of intellectual property and digital law. She handles trademark and copyright registration and enforcement and related transactions, including joint ventures, licensing, and corporate partnering. Ruth counsels clients on privacy, advertising and communication law with respect to social media advertising on the web.

**Employment.** Ruth has extensive experience in the mitigation, avoidance and resolution of employment and labor issues. Ruth provides proactive counsel and advice to her clients, including preparation of employment manuals, noncompete agreements, confidentiality agreements, employment agreements, human resource legal strategy, intellectual property protection agreements, and executive incentive plans.

## PUBLICATIONS & SPEAKING ENGAGEMENTS

### Author (a sampling):

- Best Practices for Avoiding Misleading Browsewrap and Clickwrap Agreements in Cyberspace
- Effect of 2015 SCOTUS Same-Sex Marriage Decision on Employment Practices
- Exempt Employees, Overtime, and the Proposed DOL Rule for 2016
- Protecting Your Intellectual Property in a Wild World
- Unemployment Insurance in Missouri: Should Employers Respond to Claim Notices?
- Common Sense Road Map to Employee Discipline and Termination
- Considerations for Buyer Enforcement of Non-competes in the Purchase of a Business
- Employee Social Media Gripping: Can An Employer Terminate Employees Because of Their Social Media Posts Without Violating the National Labor Relations Act

**Co-author:** "Cyber Space for Rent," St. Louis Small Business Monthly

### Speaker (sampling):

- Intellectual Property Issues For Your Organization
- Recruiting Issues for Executives
- Compensation Issues for Executives
- The Trojan Horse of Social Media: Threats & Solutions in the IP & HR Area
- Social Media, IP and Employment – Permanent Records of Temporary Impulses
- Minefields in Employment Law
- What Every Supervisor Should Know: Maintaining a Legally Compliant Work Environment



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## AREAS OF PRACTICE

- Business Advisory
- Businesses Organizations
- Corporate Law
- Employment Law
- Intellectual Property
- Manufacturers & Distributors

## EDUCATION

- J.D., DePaul University School of Law (1983), DePaul Law Review
- B.S., Northern Illinois University (1980)

## ADMISSIONS

- Missouri
- Illinois
- U.S. District Courts, Eastern District of Missouri

## ASSOCIATIONS

- American Bar Association: Business Law Section, Intellectual Property Section, Law Practice Management Section, Labor & Employment Law Section, Litigation Section
- The Missouri Bar
- Illinois State Bar Association

## PROFESSIONAL ACTIVITIES

- Associated Industries of Missouri, board member; Employer Legal Issues Committee
- St. Louis RCGA, former director

## RECOGNITION & AWARDS

- Small Business Monthly "Hero in Small Business"
- St. Louis RCGA Pacesetter Award
- 2008 Lawyer's Lawyer Award in St. Louis Daily Record's 10th Annual Women's Justice Awards
- St. Louis Business Journal's "40 Under 40" Award
- BioGenerator Client Appreciation Award (2005)