Shumaker

APRIL 6, 2021 | PUBLICATION

# Tampa's 'Gimmick Attorney' helps wrestlers trademark their characters, Tampa Bay Times

SERVICE LINE

Intellectual Property

RELATED PROFESSIONALS

Michael E. Dockins

MEDIA CONTACT

Wendy M. Byrne
wbyrne@shumaker.com

## Download the *Tampa Bay Times* Article

A "gimmick" is a term for a wrestler's in-ring persona and anything that defines their character. Shumaker Partner Michael Dockins specializes in trademarking those gimmicks, leading wrestlers to trademark him the "Gimmick Attorney."

© 2026 Shumaker, Loop & Kendrick, LLP. All Rights Reserved. Privacy Policy/Disclaimer

Shumaker