

Intellectual Property

We recognize that in today's marketplace, technology and intellectual property (IP) play a critical role in business strategies and can significantly impact success or failure for businesses of all sizes and in all fields of endeavor. Our clients require exceptional counsel and our attorneys provide intellectual property prosecution, transactional, and litigation legal services for businesses in all industry sectors. Our attorneys ardently represent the interests of our clients in state and federal courts nationwide, and before the U.S. Patent and Trademark Office, U.S. Trademark Trial and Appeal Board, and U.S. Copyright Office. We also engage with intellectual property firms around the world to extend the protection available to our clients.

A Tailored Approach

From basement start-ups to successful publicly-held companies and from media personalities to manufacturers, our attorneys help maximize clients' investments in innovation, branding, and creative expressions by prosecuting, developing, and managing U.S. and international patent, trademark, and copyright portfolios. We assist our clients in leveraging these intellectual property assets through negotiation of intellectual property transfer, license, strategic alliance, and other agreements that drive revenue. We also offer individualized training programs on enhancing brand recognition and protecting against intellectual property infringement claims.

While we strive to provide our clients with the most viable business solutions possible, we recognize that there are times when litigation is either unavoidable or may very well be the best option. Our attorneys work closely with clients both to enforce and defend against patent, trademark, copyright and trade secret claims. Our team has the extensive capabilities necessary to quickly and effectively litigate when business resolutions are not feasible.

Areas of Representation

- Prosecuting, enforcing, and defending patents, trademarks, copyrights, and trade secrets
- Intellectual property and technology transactions including transfer, licensing, distribution, cloud services, OEM, professional services, and many others
- Litigation and dispute resolution
- Internet, social media, and e-commerce deployment and risk mitigation
- Regulatory approval and compliance
- Business counsel

PROFESSIONALS

Michael J. Bendel
Partner

Elisabeth Townsend Bridge
Partner

Gene J. Brockland
Partner

Sherry D. Coley
Partner

Laura Grebe
Partner

Alexis M. Hedtke
Associate

Joseph S. Heino
Partner

David A. Johnson
Partner

Lisa A. Johnson
Partner

Erin E. Kaprelian
Associate

Jennifer E. Lacroix
Partner

Christopher O. Miller
Associate

John T. Pienkos
Partner

Thomas J. Pienkos
Partner

Kay Weiler
Partner

Client Management Philosophy

We understand the critical role of intellectual property in our client's success. Always mindful of our client's expectations for cost-effective and efficient services, our attorneys strive to exceed those expectations while optimizing client benefits and reducing client risk.

Your innovation is our focus.

Experience

Prepared Petitions for Inter Partes Review Proceedings

Managed a Team in a Multi-Year Effort to Oppose the Registration of Product Configuration

Served as Primary Outside Counsel to a Large Insurance Company in Respect to the Company's Patent Matters

Represented a Startup in the Marine Industry in Regards to the Company's Intellectual Property Matters During an Acquisition

Represented an Electronic Discovery and Digital Forensics Company in its Sale to a Private Equity Backed Platform

Successfully Cancelled an Infringing Trademark Registration at the U.S. Patent and Trademark Office

Serves as Outside Counsel for Client's Patent Matters

Conducted Due Diligence and the Preparation of all Documents to Complete the Transfer of a Domain Name

Provides Strategic Counsel for Filing and Procurement of Patent Rights Relating to FinTech Innovations

Successfully Opposed Trademarks of a Client's Competitor

Successfully Prosecuted and Obtained 3-D Product Configuration Trademark Registrations

Successfully Represented a Cheese and Butter Manufacturer Facing Trademark Infringement

Served as Outside Counsel for One of the Largest Global Chemical Producers

Represented an Inventor of a Patent Protected Permanent Height Adjustable Dock When a Former Employee Started Building a Competing Product with the Same Technology

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Served as Outside Counsel for a Large Construction and Civil Engineering Company

Created and Implemented a Trademark Licensing and Compliance Program for a Government Agency

Successfully Obtained Patent Coverage for Electronic and Mechanical Components Used in Propulsion and Rocket Technologies

Represented a Direct Marketing Company in a \$50 Million Cash-Out Merger and Sale to a Private-Equity Backed Competitor

Obtained Jury Verdicts Exceeding \$1 Million in Two Cases Brought by Noted Sculptors Whose Work was Copied

Prevailed in a Title Dispute Over a Norman Rockwell Painting

Serves as Primary Outside Counsel to Manufacturer of Commercial Washroom Hardware and Sanitary Technologies

Provides Strategic Counsel for Patent Matters to a Manufacturer of Industrial Equipment

Provides Counsel for Filing in Patents and Trademark Matters

Serves as Primary Outside Counsel to a Real Estate Brokerage and Management Company

Serves as Primary Outside Trademark Counsel to a Leading Worldwide Manufacturer

Provides Counsel for Intellectual Property Rights

Manages and Protects the Worldwide Trademark Portfolio of a European Medical Products Manufacturing Company

Firm News

Amundsen Davis's Intellectual Property Team and Attorney Joseph Heino Recognized by Chambers USA for 2023
Firm News, June 1, 2023

Subscribe to Amundsen Davis's Litigation Nation Podcast for the latest legal updates!
Firm News, February 10, 2023

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising Stars List
Firm News, *Amundsen Davis*, January 23, 2023

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U.S. News & World Report – Best Lawyers® “Best Law Firms” 2023
Firm News, November 3, 2022

45 SmithAmundsen Attorneys Recognized by *Best Lawyers in America*© 2023
Firm News, August 18, 2022

SmithAmundsen Welcomes New Partner, Laura Grebe, to Intellectual Property
Practice Group in Milwaukee
Firm News, March 28, 2022

30 SmithAmundsen Attorneys Included on 2022 Illinois Super Lawyers and Rising
Stars Lists
January 28, 2022

U.S. News & World Report – Best Lawyers® “Best Law Firms” 2022
November 4, 2021

38 SmithAmundsen Attorneys Recognized by *Best Lawyers in America*© 2022
August 19, 2021

27 SmithAmundsen Attorneys Included on 2021 Illinois Super Lawyers and Rising
Stars Lists
January 29, 2021

U.S. News & World Report – Best Lawyers® “Best Law Firms” 2021
November 5, 2020

32 SmithAmundsen Attorneys Recognized in *Best Lawyers in America*© 2021
August 20, 2020

24 SmithAmundsen Attorneys Included on 2020 Illinois Super Lawyers and Rising
Stars Lists
January 29, 2020

SmithAmundsen LLC and Brannon Sowers & Cracraft PC Announce New Strategic
Alliance
January 13, 2020

U.S. News & World Report – Best Lawyers® “Best Law Firms” 2020
November 1, 2019

22 SmithAmundsen Attorneys Named to *Best Lawyers in America*© 2020
August 15, 2019

John Pienkos and Tom Pienkos Join SA's Intellectual Property Practice Group
March 25, 2019

U.S. News & World Report – Best Lawyers® “Best Law Firms” 2019
November 1, 2018

SmithAmundsen Ranks on Crain's Chicago Business' 2018 Largest Law Firms List
Crain's Chicago Business, October 25, 2018

18 SmithAmundsen Attorneys Included in Best Lawyers in America© 2019
August 15, 2018

SmithAmundsen Ranks on Crain's Chicago Business' Largest Law Firms List
Crain's Chicago Business, September 15, 2017

14 SmithAmundsen Attorneys Included in Best Lawyers in America© 2018
August 15, 2017

Attorney Elisabeth Townsend Bridge Joins SmithAmundsen's Intellectual Property
Practice Group
November 14, 2016

9 Attorneys Join Our Indianapolis Office
September 2016

SmithAmundsen ranks on Crain's Chicago Business' Chicago Largest Law Firms
List
Crain's Chicago Business, September 10, 2016

In the Media

Tom Pienkos and Erin Kaprelian Weigh In on 2023 Trends in Intellectual Property
Media Mention, *Wisconsin Lawyer*, February 7, 2023

Alerts

USPTO Transitioning to Electronic Patent Grants Starting April 18
Article, *Amundsen Davis IP Alert*, March 22, 2023

AI Under Attack Again for Copyright Infringement
Article, *Amundsen Davis IP Alert*, February 28, 2023

Artists Challenge AI Alleging Copyright Violations
Article, *Amundsen Davis IP Alert*, February 6, 2023

Happy Public Domain Day!
Amundsen Davis Intellectual Property Alert, December 29, 2022

Social Media, Intellectual Property and Protecting Your A\$\$ets!
Speaking Engagement, September 28, 2022

Sharing Isn't Always Caring! Beware of Posting Copyrighted Material on Social
Media
Article, August 17, 2022

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For Sale or Not for Sale? Consider a Patent Application First
Article, *SmithAmundsen Intellectual Property Alert*, August 11, 2022

Intellectual Property and Your Employees – Make Sure You’re Protected
Article, May 24, 2022

Intellectual Property: Understand It to Protect What You Own, Drive Value to Your
Business and Positively Impact Your Bottom Line
Article, April 26, 2022

It’s Time to “Get Smart” About the SMART Copyright Act – What it Means for
Copyright and Patent Holders
SmithAmundsen Intellectual Property Alert, April 12, 2022

Rule Changes Under the Trademark Modernization Act
SmithAmundsen Intellectual Property Alert, February 18, 2022

Moral Rights: Considerations for Companies in the United States
SmithAmundsen Intellectual Property Alert, December 13, 2021

Tense Situations: Failure to Clarify Working Prototypes Can be Fraud
SmithAmundsen Intellectual Property Alert, July 20, 2021

Invention Disclosure Form: Why Does It Matter?
SmithAmundsen Intellectual Property Alert, June 11, 2021

Pre-Judgment Interest Law Takes Effect July 1, 2021
SmithAmundsen Alert, June 2, 2021

The Supreme Court Issues Google v. Oracle Copyright Decision
Article, April 14, 2021

You’ve Been Trolled: Assessing a Copyright Infringement Cease and Desist Letter
SmithAmundsen Intellectual Property Alert, February 15, 2021

The Value of IP Licensing
SmithAmundsen Intellectual Property Alert, October 8, 2020

Adding “.com” to Generic Term May Open Route to Trademark Protection
According to Supreme Court
Article, September 2020

Copyright Concerns in the Age of Social (Media) Distancing
SmithAmundsen Intellectual Property Alert, May 11, 2020

Supreme Court Rules Showing Willfulness Not Required for Award of Profits
Article, April 24, 2020

The Court of Appeals for the Federal Circuit Clarifies that Trademark Protection Is Available for “Graduated” and “Undefined” Color Schemes
Article, April 20, 2020

The United States Patent and Trademark Office Finally Weighs in on the CARES Act Allowing Waiver of Patent-Related and Trademark-Related Timing Deadlines
Article, April 1, 2020

Property Owners: Before You White-Wash Graffiti, You Might Want to Reconsider
Article, March 5, 2020

Beware of Scam Notices That Appear to Come from the United States Patent and Trademark Office
Article, February 7, 2020

Circle Up - When and How Trademark Symbols Should Be Used
SmithAmundsen Intellectual Property Alert, November 20, 2019

A Buyer’s Legal Guide to Public Art
SmithAmundsen Intellectual Property Alert, September 11, 2019

When Trademark Rights and Bankruptcy Collide
Article, May 13, 2019

A Unanimous Supreme Court Decides — If Your Copyright Registration Application is Still Pending, You Cannot Sue for Infringement
Article, March 5, 2019

Secret Sales Still “On Sale” For Patent Purposes
Article, January 25, 2019

Your Derivative Artwork May be Fantastic, but is it Transformative?
SmithAmundsen Intellectual Property Alert, November 30, 2018

Error 404: Software Patent Clarity Not (Yet) Found
SmithAmundsen Intellectual Property Alert, April 27, 2018

Protecting Your Neighborhood’s Identity – Registering a Trademark
SmithAmundsen Intellectual Property Alert, March 16, 2018

Sometimes, There’s No Place Like Home
SmithAmundsen Intellectual Property Alert, March 2, 2018

What to Do about Brexit?
SmithAmundsen Intellectual Property Alert, January 19, 2018

Patents - The Multifunction IP Pocket Tools for your Business
SmithAmundsen Intellectual Property Alert, December 15, 2017

Which Of These Brains Is Not Like The Others? Of Monkeys, Humans and Artificial Intelligence

SmithAmundsen Intellectual Property Alert, September 22, 2017

Trademark Act Offends Free Speech

SmithAmundsen Intellectual Property Alert, June 29, 2017

Supreme Court Decides That the First Amendment Trumps the Denial of Protection for "Disparaging" Trademarks

Article, June 27, 2017

Prepare for Success in the Beverage Industry by Registering Your Marks

SmithAmundsen Intellectual Property Alert, June 15, 2017

Delaware - The New Black For Patent Litigation?

SmithAmundsen Intellectual Property Alert, May 25, 2017

Supreme Court Limits Venues in Patent Suits

Article, May 23, 2017

Should You Consider Patenting Your Inventions?

SmithAmundsen Intellectual Property Alert, May 18, 2017

Smelly Trademarks: Requirements for Registering Nontraditional Marks

SmithAmundsen Intellectual Property Alert, April 20, 2017

Due Diligence Steps for Prospective Franchise Investors

Article, April 6, 2017

The Purpose Behind Patent Law and What It Means For You

SmithAmundsen Intellectual Property Alert, February 17, 2017

Attention Business Owners: Are Your Marks Protected?

Article, February 10, 2017

An Annual Audit of Your Brands Will Be a "Plus" for your Business

SmithAmundsen's Intellectual Property Alert, January 20, 2017

"Mark Your Place" With Bona Fide Intent to Use Trademark Application

SmithAmundsen Intellectual Property Alert, December 16, 2016

Don't Get Trumped Overseas at the Trademark Office

SmithAmundsen's Intellectual Property Alert, November 18, 2016

Useful Guidelines for Creating an Effective Social Media Policy

SmithAmundsen Intellectual Property Alert, June 17, 2016

Enhanced Remedies with Copyright Registration for Building Design

SmithAmundsen Intellectual Property Alert, April 26, 2016

Refilling Printer Cartridges Gets Messy at the Federal Circuit
SmithAmundsen Intellectual Property Alert, March 23, 2016

USPTO Flagged for Roughing Applicant of Disparaging Trademark
SmithAmundsen Intellectual Property Alert, February 19, 2016

Events

Overview of Intellectual Property, Its Value and Protecting Your Assets – Virtually!
Speaking Engagement, Green Bay Urban Hub, November 15, 2022

Social Media, Intellectual Property and Protecting Your A\$\$ets!
Speaking Engagement, Nicolet National Bank, Seminar; Appleton, WI, November 14, 2022

Are Your Employees a Threat to Your Intellectual Property?
Event, Seminar; DePere, WI, May 4, 2022

Hybrid, Remote and Post-Pandemic (Eventually!) Return to In-Person Work Arrangements: A Panel Discussion on Key Topics for Those with Disabilities
Intellectual Property Owners Association, Webcast, August 20, 2021

Your Employee Asked to Work Remotely Indefinitely (or Short Term): Important Legal Considerations Before You Say Yes
SmithAmundsen, Webcast, June 23, 2021

Handling Poor Employee Performance & Behavior in a Post-Pandemic Workforce without Inviting a Lawsuit
Independent Pharmacy Cooperative; Webcast, June 16, 2021

Safeguarding Your Intellectual Property Assets in Turbulent Times
Speaking Engagement, First Business' 10th Annual Manufacturing First Expo & Conference, Webcast, October 20, 2020

Core Principles for Privacy Policies
Speaking Engagement, Milwaukee Business Journal's Family-Owned Business Virtual Event, Webcast, October 9, 2020

Critical Legalese for Start-ups: Organization, Agreements and IP
Irontek, Webcast, April 28, 2020

Legal Issues for Startups and Emerging Companies
Startup Week; Beloit, WI, November 11, 2019

Next Generation Manufacturing Summit 2019
Speaking Engagement, Wisconsin Exposition Center; West Allis, WI, October 9, 2019

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Intellectual Property Basics - A Discussion of How General Practice Attorneys Can Assist Their Clients in Recognizing and Protecting Their IP Assets
La Crosse County Bar Association, Seminar, April 15, 2019

Protecting IP Through Employment Contracts and HR Best Practices
SmithAmundsen, Webinar, November 1, 2018

Cybersecurity Issues in International Business: Exporting Pitfalls, Economic Espionage, and Cyber Issues in Intellectual Property
Event, Green Bay, WI, September 18, 2018

Secure Your Secrets, Button Up Your Brands, and Patent to Protect Your Profits
Event, Radisson Hotel & Conference Center; Green Bay, WI, November 14, 2017

Innovation Legal Toolbox: Identifying, Evaluating and Protecting Intellectual Property in the Aerospace Industry
Experimental Aircraft Association Annual Airventure Conference
Oshkosh, WI, July 27, 2017

Intellectual Property: No Matter Your Size, Cover Your Assets
Speaking Engagement, InterContinental Hotel; Milwaukee, WI, May 10, 2017

Published Works

2022 Chambers Global Practice Guide on Trade Marks USA: Trends and Developments
Publication, *Chambers Global Practice Guide*, March 1, 2022

Protecting Inventions Relating to Artificial Intelligence: Best Practices
Intellectual Property Owners Association Law Journal, February 25, 2022

2021 Chambers Global Practice Guide on Trade Marks USA: Trends and Developments
Chambers Global Practice Guide, March 12, 2021

Brexit and EU Trademarks
State Bar of Wisconsin International Law Blog, November 29, 2017

Copyrights, Trademarks and Patents...Oh My! What is the Road Best Travelled for Product Design Protection?
USLAW Magazine, Fall 2017

SmithAmundsen's Bridge Helps Clients Protect Their Trademarks in Global Markets - Wisconsin Law Journal Highlights Lisa Bridge
Wisconsin Law Journal, January 11, 2017

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Audit Your Brands – An Essential Part of International Legal Advising
State Bar of Wisconsin International Law Blog, November 21, 2016

Blog Posts

Weeding Out the Competition: How to Protect Brands in the Booming Marijuana Industry
Cannabis Business Legal News, September 12, 2018

New Statute Creates Federal Trade Secret Claim
Labor & Employment Law Update, May 13, 2016

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