

Max Goodman

Chicago, IL

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PARTNER

Overview

What sets Max apart is his work ethic. The first time Max ever delivered the closing argument in front of a jury he won a complete defense verdict after a week long multi-million dollar trial. He describes that experience as one of the most rewarding of his career. His preparedness, strategy and process consistently lead to significant wins for his clients. Max's focus and thoroughness throughout discovery frequently leads to dispositive motions being granted in his clients' favor.

As a member of our Business Litigation Service Group, Max handles complex breach of contract, unjust enrichment, fraud, and tortious interference claims. He defends various restaurant and hospitality groups in claims concerning the Dram Shop Act, negligence, and intentional torts. For our media clients, Max defends defamation and false light claims defending free speech. Max also represents businesses in the health, wellness, and fitness industry where he partners with business owners to deliver informed advice and counsel concerning business and legal needs.

Experience

Obtained Not Guilty Verdict for Fortune 500 Company in Breach of Contract Case

Obtained a Not Guilty verdict Defending Against Fraud, Defamation, and Alleged Breaches of Non-Compete Agreements

Won Decisive Summary Judgment Motion For Sellers of High-End Real Estate in Case Involving Alleged Violations of the Illinois Real Property Disclosure Act, the Consumer Fraud Act, and Breach of Contract

Represented a Woman After Her Ex-Boyfriend Publicly Shared Explicit Images of Her

SERVICES

Business Litigation

Entertainment & Media

Hospitality, Leisure & Tourism

Litigation & Trial Review Panel

Reputation & Crisis Management

Wellness & Nutrition

EDUCATION

University of Wisconsin Law School, J.D., 2013

University of Michigan, B.A., 2009

ADMISSIONS

Illinois

\$7.6 Million Dollar Verdict for a Chicago Executive after an Ex-Girlfriend Shared Explicit Images on Social Media

Successfully Defended a Physician Against Defamation Claims and False Allegations of Sexual Misconduct

Successfully Defended a Homeowner Against Defamation Claims Brought by a Candidate for Condominium Board President

Won Summary Judgment Motion for Commercial Landlord Against Defamation Claims by a Former Tenant

Membership & Involvement

- Member: Illinois State Bar

Honors

- Selected to the Illinois Super Lawyers "Rising Stars" list: 2020, 2021, 2022, 2023

Firm News

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising Stars List

Firm News, *Amundsen Davis*, January 23, 2023

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

January 28, 2022

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

January 29, 2021

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

January 29, 2020

SmithAmundsen Promotes Six Attorneys to Partner

February 26, 2019

In the Media

Max Goodman and Ryan Jacobson Recognized for Representation and Victory in Online Defamation Case

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Max Goodman Included in *ClubSolutions'* "107 Ideas: The Ultimate Guide to Your Gym Business"

Max Goodman Quoted by *ClubSolutions* on "The Virtual Realm of Risk Management"

Max Goodman Interviewed About Gym Waivers by *WaiverSign*

Waivers: Covering Potential Risk -- Max Goodman Talks Reviewing Waivers in *ClubSolutions Magazine*

Risk Management-Safety First: Get Specific or Get Sued! -- Max Goodman's Safety Tip Featured by *Club Solutions Magazine*

Mitigating and Assessing Risk in Your Studio -- Max Goodman's Featured by *Boutique Fitness Solutions*

Alerts

What to Do if You Are Defamed on Social Media

Defamation or Permitted Political Speech: Illinois Courts Weigh in on Negative Campaign Ads

Illinois Law Empowers Victims Violated by the Sharing of Explicit Images

Responding to Negative Online Posts about Your Business

Liability Waivers: A Gym Owner's Shield Against Lawsuits

Top 3 Initial Legal Issues New Boutique Fitness Studio Owners Face

Fake Reservations, Real Damages: Chicago Restaurants Left Holding the Bill After OpenTable Employee Sabotages Its Competitor

In Commercial Litigation, Home-Field Advantage Can Help You Win

Speaking Engagements

Marketing to the Future Traveler: Consumer Trends for 2023 and Beyond
Speaking Engagement, April 4, 2023

Are Your Electronic Signatures and Digital Process Enough?
Event, WaiverSign; Webcast, November 29, 2022

Lawsuit-Proofing Your Business
Speaking Engagement, The Hatchery Chicago; Webcast, July 28, 2022

How a Properly Worded Waiver & the Right Insurance Can Protect Your Business
Speaking Engagement, WaiverSign, Webcast, June 2, 2022

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Top 5 Virtual Fitness Legal Risks: Expanding your Gym's Digital Offerings Without Inviting Lawsuits

Club Solutions Magazine: Webcast, May 18, 2021

Running Your Business During a Pandemic

ASweatLife, Webcast, June 9, 2020

#TrainersConnect Business-Focused Workshop

ASweatLife Workshop; Chicago, IL, January 25, 2020

#TrainersConnect Workshop

aSweatLife, Workshop; Chicago, IL, January 25, 2019

Necessary Disclosures and Potential Liability for Sellers of Residential Real Estate in Illinois

Seminar, June 9, 2015

Published Works

Controlled Catastrophe: Profit Through Risk Planning

Club Solutions Magazine, April 6, 2021

The Litigation Process: Lawsuit-Proofing Your Fitness Business

Club Solutions Magazine, March 1, 2021

Float Like A Butterfly, Sting Like A \$30 Million Lawsuit: Muhammad Ali Enterprises Throws a Haymaker at Fox with a Right of Publicity Claim

American Bar Association Forum Newsletter on the Entertainment and Sports Industries, Fall 2018

Structuring Advertising Policies for Public Transit Agencies: Retain Control, Maximize Revenue, Avoid Litigation

2016

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