

# 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

Carla Benzow  
Paralegal

Elisabeth Townsend Bridge  
Partner

Sherry D. Coley  
Partner

Brittany L. Flaherty  
Paralegal

Laura Grebe  
Partner

Alexis M. Hedtke  
Associate

Joseph S. Heino  
Partner

David A. Johnson  
Partner

Lisa A. Johnson  
Partner

Jennifer E. Lacroix  
Partner

Laura McGuire  
Paralegal

Christopher O. Miller  
Partner

John T. Pienkos  
Partner

Thomas J. Pienkos  
Partner

Emilie Rohde  
Associate

Kay Weiler  
Partner

Tiffany E. Woelfel  
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

Drafted Class Descriptions in Preparation for Federal Trademark Registration

Assisted in Preparing a Response to an Office Action Rejecting Trademark Registration for Likelihood of Confusion

Serves as Patent Counsel for a National and International Leading Manufacturer of Mattress Making Equipment

Serves as Patent and Acting In-House Counsel for a National Distributor of CO2 Consumer Carbonation Cylinders

Serves as Intellectual Property Counsel for a National and International Leading Manufacturer and Distributor of Medical Equipment

Serves as Intellectual Property Counsel for a Leading Manufacturer and Distributor of Renewal, Fiber-Based Consumer and Industrial Packaging Solutions

Serves as Acting In-House Intellectual Property Counsel for a Leading Supplier and Distributor of Automotive Parts and Accessories

Counseled an Industry Leader in Negotiations and Execution of a Trademark Licensing Agreement

Successfully Represented a Wisconsin Manufacturer Accused of Patent Infringement and had the Claims Dismissed

Successfully Represented a Major Music Festival in Protecting its Trademarks from Infringement by a Neighboring State's Professional Sports Teams

Serves as Outside General Counsel to a National and International Leading Manufacturer and Distributor of Medical Equipment

Prepared Petitions for Inter Partes Review Proceedings

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

# Intellectual Property

## Intellectual Property

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

Co-led Strategic and Tactical Support for Two Multi-Patent, Five-Year Infringement Litigations

Championed Multiple Patent Infringement Investigations Leading to Settlements and License Agreements With No or Little Litigation

Managed a Multi-Million-Dollar Patent Budget to Deliver Single-Year Million Dollar Plus in Cost Savings for the Client

Raised the Level of Competence in the Global Intellectual Property Organization of a Fortune 200 Consumer Products Company

Regularly Built and Improved Standard Work Processes Including Invention Disclosures, Opposition Reporting and PCT Application Prosecution

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

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

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

Provides Counsel for Intellectual Property Rights

Serves as Outside Counsel for Client's Patent Matters

Serves as Primary Outside Trademark Counsel to a Leading Worldwide Manufacturer

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

## Intellectual Property

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

Successfully Opposed Trademarks of a Client's Competitor

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

Successfully Represented a Cheese and Butter Manufacturer Facing Trademark Infringement

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

Successfully Prosecuted and Obtained 3-D Product Configuration Trademark Registrations

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

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

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

### Firm News

Joe Heino Selected to *BizTimes* Notable Intellectual Property Attorneys Class of 2024

Firm News, *BizTimes Milwaukee Business News*, February 26, 2024

Amundsen Davis Attorneys Included in the 2024 Illinois Super Lawyers and Rising Stars List

Firm News, January 25, 2024

Amundsen Davis Named in the 2024 Edition of Best Law Firms®

Firm News, November 2, 2023

94 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America

Firm News, August 17, 2023

Sherry Coley Receives the 2023 State Bar of Wisconsin President's Award

Firm News, June 14, 2023

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

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

42 Amundsen Davis Attorneys Recognized by *Best Lawyers in America*© 2023  
Firm News, August 18, 2022

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

30 Amundsen Davis 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

34 Amundsen Davis Attorneys Recognized by *Best Lawyers in America*© 2022  
August 19, 2021

27 Amundsen Davis 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

30 Amundsen Davis Attorneys Recognized in *Best Lawyers in America*© 2021  
August 20, 2020

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

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

## Intellectual Property

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

19 Amundsen Davis Attorneys Named to *Best Lawyers in America*© 2020  
August 15, 2019

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

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

Amundsen Davis Ranks on Crain's Chicago Business' 2018 Largest Law Firms List  
*Crain's Chicago Business*, October 25, 2018

15 Amundsen Davis Attorneys Included in Best Lawyers in America© 2019  
August 15, 2018

Amundsen Davis Ranks on Crain's Chicago Business' Largest Law Firms List  
*Crain's Chicago Business*, September 15, 2017

12 Amundsen Davis Attorneys Included in Best Lawyers in America© 2018  
August 15, 2017

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

8 Attorneys Join Our Indianapolis Office  
Firm News, September 2016

Amundsen Davis Ranks on Crain's Chicago Business' Chicago Largest Law Firms  
List  
Firm News, *Crain's Chicago Business*, September 10, 2016

### In the Media

Tom Pienkos Weighs In on 2023 Trends in Intellectual Property  
Media Mention, *Wisconsin Lawyer*, February 7, 2023

### Alerts

Is Further Erosion of Intellectual Property on the Horizon? A Proposed Expansion  
of the Exemption Rule under the Digital Millennium Copyright Act Suggests There  
Is  
Article, *Amundsen Davis Intellectual Property Alert*, March 18, 2024

## Intellectual Property

Can AI Be an Inventor? USPTO Guidance Seeks to Address Questions on AI-Assisted Inventions

Article, *Amundsen Davis Intellectual Property Alert*, February 29, 2024

Disney's Icon Unleashed: Mickey Mouse & The Dual Dance of Copyright and Trademark Laws

Article, *Amundsen Davis Intellectual Property Alert*, February 19, 2024

Good News for Patent Applicants: USPTO Extends the After Final Consideration Pilot Program 2.0

Article, *Amundsen Davis IP Alert*, October 2, 2023

"Taco Tuesday" Serves Up Lessons on Trademark Protection

Article, *Amundsen Davis IP Alert*, June 20, 2023

Supreme Court Rules in Favor of Commercial Use Over Dog Toy Parody in Trademark Case

Article, *Amundsen Davis IP Alert*, June 9, 2023

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!

Article, *Amundsen Davis Intellectual Property Alert*, December 29, 2022

Social Media, Intellectual Property and Protecting Your Assets!

Article, *Amundsen Davis Intellectual Property Alert*, September 28, 2022

Sharing Isn't Always Caring! Beware of Posting Copyrighted Material on Social Media

Article, *Amundsen Davis Intellectual Property Alert*, August 17, 2022

For Sale or Not for Sale? Consider a Patent Application First

Article, *Amundsen Davis Intellectual Property Alert*, August 11, 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

Article, *Amundsen Davis Intellectual Property Alert*, April 12, 2022

## Intellectual Property

Rule Changes Under the Trademark Modernization Act  
Article, *Amundsen Davis Intellectual Property Alert*, February 18, 2022

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

Tense Situations: Failure to Clarify Working Prototypes Can be Fraud  
Article, *Amundsen Davis Intellectual Property Alert*, July 20, 2021

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

Pre-Judgment Interest Law Takes Effect July 1, 2021  
*Amundsen Davis 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  
*Amundsen Davis Intellectual Property Alert*, February 15, 2021

The Value of IP Licensing  
*Amundsen Davis 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  
*Amundsen Davis 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  
*Amundsen Davis Intellectual Property Alert*, November 20, 2019

A Buyer's Legal Guide to Public Art  
*Amundsen Davis 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?  
*Amundsen Davis Intellectual Property Alert*, November 30, 2018

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

Protecting Your Neighborhood's Identity – Registering a Trademark  
*Amundsen Davis Intellectual Property Alert*, March 16, 2018

Sometimes, There's No Place Like Home  
*Amundsen Davis Intellectual Property Alert*, March 2, 2018

What to Do about Brexit?  
*Amundsen Davis Intellectual Property Alert*, January 19, 2018

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

Which Of These Brains Is Not Like The Others? Of Monkeys, Humans and Artificial  
Intelligence  
*Amundsen Davis Intellectual Property Alert*, September 22, 2017

Trademark Act Offends Free Speech  
*Amundsen Davis 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  
*Amundsen Davis Intellectual Property Alert*, June 15, 2017

Delaware - The New Black For Patent Litigation?  
*Amundsen Davis Intellectual Property Alert*, May 25, 2017

## Intellectual Property

Supreme Court Limits Venues in Patent Suits  
Article, May 23, 2017

Should You Consider Patenting Your Inventions?  
*Amundsen Davis Intellectual Property Alert*, May 18, 2017

Smelly Trademarks: Requirements for Registering Nontraditional Marks  
*Amundsen Davis 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  
*Amundsen Davis 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  
*Amundsen Davis Intellectual Property Alert*, January 20, 2017

"Mark Your Place" With Bona Fide Intent to Use Trademark Application  
*Amundsen Davis Intellectual Property Alert*, December 16, 2016

Don't Get Trumped Overseas at the Trademark Office  
*Amundsen Davis Intellectual Property Alert*, November 18, 2016

Useful Guidelines for Creating an Effective Social Media Policy  
*Amundsen Davis Intellectual Property Alert*, June 17, 2016

Enhanced Remedies with Copyright Registration for Building Design  
*Amundsen Davis Intellectual Property Alert*, April 26, 2016

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

USPTO Flagged for Roughing Applicant of Disparaging Trademark  
*Amundsen Davis Intellectual Property Alert*, February 19, 2016

### Events

Avoiding Employee Threats to Intellectual Property  
Speaking Engagement, Green Bay, WI, June 21, 2024

2024 WAMIC Short Course  
Speaking Engagement, Wisconsin Association of Mutual Insurance Companies,  
Seminar; Stevens Point, WI, May 14, 2024 - May 15, 2024

## Intellectual Property

Ethics Missteps in IP -- *A Moderated Discussion of Practical Ways to Address or Altogether Avoid Various IP Ethics Mistakes*

Speaking Engagement, ACC-WI; Milwaukee, WI, November 2, 2023

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

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  
Event, Amundsen Davis, 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

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  
Event, Amundsen Davis, Webcast, 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

The Business Practitioner's Quick Guide to Intellectual Property  
Publication, *Business Law Blog*, April 2, 2024

A Questionable Categorization — Trademark's Struggle to Protect Tribal Cultural Property  
Publication, *Marquette Intellectual Property & Innovation Law Review*, Winter 2024

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

Lisa Bridge Helps Clients Protect Their Trademarks in Global Markets – Wisconsin Law Journal Highlights Lisa Bridge  
Publication, *Wisconsin Law Journal*, January 11, 2017

## Intellectual Property

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

### Blog Posts

Best Practices to Protect Your Intellectual Property When an Employee Leaves the Company  
*Labor & Employment Law Update*, August 29, 2023

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

## Intellectual Property