



## Jennifer L. Gregor

T 608.284.2629

jgregor@gklaw.com

### Madison

One East Main Street  
Suite 500  
Madison, WI 53703

### Practice Areas

Data Privacy, Cybersecurity  
& Technology

Intellectual Property

Litigation

Non-Compete & Trade  
Secrets

### Admissions

Illinois

Wisconsin

United States Patent and  
Trademark Office

### Education

Juris Doctor, DePaul  
University College of Law,  
2005, *summa cum laude*,  
Order of the Coif

Bachelor of Science,  
University of Wisconsin-  
Madison, 2000, Bacteriology  
and Entomology



Jennifer Gregor is a shareholder in the firm's Intellectual Property and Litigation practices, and is the chair of the firm's Intellectual Property Litigation practice. Jennifer is a registered patent attorney who assists clients with all aspects of intellectual property, including procurement, clearance, and enforcement.

Jennifer is a past president of the Western District of Wisconsin Bar Association. She has litigated cases in district courts across the country and in the Seventh, Ninth, and Federal Circuit Courts of Appeals, and has experience representing clients in inter partes review (IPR) proceedings before the Patent Trial and Appeal Board and in oppositions, cancellations, and appeals at the Trademark Trial and Appeal Board. Jennifer's patent litigation experience includes cases relating to sporting goods, consumer appliances, engine and automotive technologies, call centers, and internet based technologies. She has also litigated trademark, advertising, unfair competition, copyright, licensing, and trade secret cases in a wide variety of industries including banking services, consumer products, healthcare, food products, and restaurant services. In the commercial litigation context, Jennifer has also litigated disputes involving software, IT systems and installation, product liability, antitrust, defamation and a wide variety of contract matters.

Jennifer regularly counsels clients regarding the management of intellectual property assets, including patent and trademark prosecution, managing domestic and international patent and trademark portfolios, and agreements relating to intellectual property. She is experienced in advertising law, contests and promotions, product clearance, domain name matters, and internet issues. Prior to attending law school, Jennifer worked in the pharmaceutical and agricultural industries.

### Representative Experience

#### Litigation

*DSM IP Assets, B.V. & DSM Bio-Based Products and Services B.V., v. Lallemand Specialties, Inc., & Mascoma LLC*, No. 16-cv-497-wmc (W.D. Wis.). Represented plaintiffs in patent infringement action involving yeast technology for biofuel industry. Conducted 7 day jury trial and obtained jury verdict of \$14.5 million.

*S.C. Johnson & Son, Inc. v. Minigrip, LLC*, No. 16-cv-244-jdp (W.D. Wis.). Represented defendant in case involving allegations of breach of manufacturing and license agreements. Obtained summary judgment for defendant, case settled on appeal.

*Dentsply International Inc. v. American Orthodontics Corp.*, No. 15-cv-1706 (M.D. Pa.); Case IPR2016-01652 before Patent Trial and Appeal Board. Lead counsel for defendant in patent infringement case between competitors in orthodontic device industry and in IPR proceeding before USPTO. Patent invalidated by USPTO.

## **Representative Experience**

### **Litigation**

*Wisconsin Alumni Research Foundation (WARF) v. Apple Inc.*, No. 14-cv-62 (W.D. Wis.): represented WARF as local counsel in two week jury trial in patent infringement case involving computer processor technology used in Apple iPhones and iPads. Obtained jury verdict of \$234 million.

*Kienitz v. Sconnie Nation LLC*, 766 F. 3d 756 (7th Cir. 2014) cert. denied (Mar. 2015): represented the photographer in this highly watched copyright fair use case.

*Lands' End, Inc. v. Genesys Software Systems, Inc.*, No. 13-CV-38 (W.D. Wis.): Represented Lands' End in connection with software license dispute filed as a declaratory judgment action; obtained favorable settlement shortly before trial.

*Essociate, Inc. v. Azoogole.com, Inc.*, Case No. 11-cv-727-bbc (W.D. Wis.), affirmed in Case No. 2013-1446 (Fed. Cir. May 13, 2014): obtained summary judgment of noninfringement of patent for defendants; authored appeal briefs and argued hearing before Federal Circuit panel.

*Pacific Cycle, Inc. v. PowerGroup International, LLC*, 969 F.Supp.2d 1098 (W.D. Wis. 2013): obtained summary judgment of breach of trademark license agreement relating to license of client's Schwinn brand.

*Seat Sack, Inc. v. School Specialty, Inc.* and *Childcraft Education Corp.*, 417 Fed.Appx. 931 (Fed. Cir. 2011): obtained affirmance of district court dismissal of trademark and design patent claims.

*Ergo v. Pacific Cycle, Inc.*, Case No. 09-cv-488 (W.D. Wash.): obtained settlement for client after favorable claim construction ruling in patent lawsuit relating to Schwinn bicycle seat design.

Local counsel in multiple intellectual property cases in the Western District of Wisconsin.

### **Intellectual Property Counseling and Prosecution**

Management of the patent and trademark portfolios of several notable Wisconsin businesses.

Assist start-ups and early stage companies with intellectual property strategies.

Prosecution of patent and trademark applications.

### **Advertising and Internet Law**

Representation of clients in advertising disputes, including NAD proceedings and litigation.

Advertising review and clearance.

Contests, sweepstakes, and promotions.

Domain name and internet issues, including UDRP proceedings, DMCA takedown procedures, and enforcement through litigation.

### **Court Admissions**

United States Court of Appeals, Federal Circuit  
United States Court of Appeals, Seventh Circuit  
United States District Court, Northern District of Illinois  
United States District Court, Eastern District of Texas  
United States District Court, Eastern District of Wisconsin  
United States District Court, Western District of Wisconsin  
United States Supreme Court

## Professional Association Memberships

International Trademark Association  
Western District of Wisconsin Bar Association  
Wisconsin Intellectual Property Law Association

## Activities

Girls on the Run Dane County – Coach and former Board Member  
International Trademark Association – Member, International Amicus Committee, former Trademark Reporter Committee Member  
Leadership Greater Madison (LGM21)  
Seventh Circuit Pattern Civil Jury Instructions Subcommittee for Revising Copyright and Trademark Instructions  
TEMPO Madison – Member  
The Business Forum – Former Board and Committee Member  
University of Wisconsin-Madison, College of Agriculture and Life Sciences – Board of Visitors  
Western District of Wisconsin Bar Association – Past President

## Honors

Recognized as an Patent Star by *Managing Intellectual Property* (2016 - 2024)

Listed in *Best Lawyers in America* (2019 - Present) and recognized as a *Best Lawyers* “Lawyer of the Year” (Trademark, 2021)

Recognized as a ‘Women in the Law’ recipient by *Wisconsin Law Journal* (2018)

Recognized as a *Wisconsin Rising Star* (2011 - 2018, 2020)

Recognized by *Chambers USA: America’s Leading Lawyers for Business* (Intellectual Property, 2013 - 2015, 2022 - present)

Recommend by *World Trademark Review 1000* (2021 - present)

Recognized as a *Wisconsin Super Lawyer* (2022 - present)

Recommend by *IAM Patent 1000* (2022 - present)

Listed in *Wisconsin Law Journal’s* Business Defense Power List (2025)