



## Richard S. Marcus

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Milwaukee

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### Practice Areas

Banking

Data Privacy, Cybersecurity  
& Technology

Intellectual Property

### Admissions

Wisconsin

### Education

Juris Doctor, Harvard Law  
School, *cum laude*

Bachelor of Arts, University  
of Wisconsin-Madison,  
English

Rick Marcus is Of Counsel in the Banking and Data Privacy, Cybersecurity & Technology practices in the Milwaukee office. Now primarily retired, he continues to serve as a resource for longtime clients when his insights and experience are needed.

During his career, Rick's primary practice involved representing businesses in acquiring and providing a wide range of information technology solutions, including software licensing transactions, hosting services, SaaS arrangements, professional services engagements, and custom software development transactions. His experience representing software companies provided him with a unique perspective in advising clients. He has counseled financial institutions in online banking, remote deposit capture, treasury management, image exchange, and merchant services.

Rick advised clients on privacy and information security matters, including responding to security breaches—particularly those involving payment card data—and navigating compliance with privacy laws such as GDPR and CCPA. He also handled strategic alliance, reseller, R&D, and licensing transactions involving IT and non-IT products and services, often working closely with the firm's intellectual property lawyers on patent and trademark matters.

Throughout his practice, Rick collaborated with in-house counsel and senior executives, including Chief Technology and Information Officers, as well as business development and project management teams. His broad experience spanned corporate, tax, intellectual property, antitrust, and franchising matters, and he represented businesses in industries as varied as technology and manufacturing to retail, hospitality, and travel.

Rick has worked closely with tax-exempt organizations, including on a pro-bono basis. He continues to collaborate in tandem with other practices in the firm, providing counsel on matters involving personnel issues, financings, governance, and tax compliance.

### Professional Association Memberships

ITechLaw Association

### Activities

Lubavitch of Wisconsin – Chairman of the Board of Directors

### Honors

AV Preeminent® Peer Review Rated by Martindale-Hubbell®