

INTELLECTUAL PROPERTY & IP LITIGATION

GODFREY & KAHN S.C.

2020 Year in Review

2020 was certainly a year like no other! We were proud to support our clients through all circumstances and want to thank our clients for their partnership over the past year. We extend our gratitude to our clients who trusted us with their important matters and to our business partners for working alongside us and making our collective success possible.

We wish you all the best in the coming year and look forward to helping you achieve your IP goals in 2021.

Some of Our Highlights of 2020 Include:



Supporting our clients to conduct **business during a global pandemic** to pivot to new business lines, employ creative strategies to manage budgets, enforce and protect important IP assets, and adapt to new ways of innovating.



Handling numerous matters in the **Trademark Trial and Appeal Board**, including a notable trial victory for the U.S. dairy industry in which the Board's precedential decision declared the term "gruyere" generic.



Litigating and resolving IP disputes in a largely remote environment in courts across the country including, Delaware, Virginia, Illinois, and Wisconsin—including a **patent trial in the Eastern District of Wisconsin and trademark oral argument in the Wisconsin Supreme Court on the Zoom platform**.



Managing trademark portfolios for many of Wisconsin's most notable brands, enforcing, obtaining, and protecting trademark and copyrights in more than 80 countries.



Assisting clients with **licensing and monetizing IP assets** on an international, national and local scale—including a brand endorsement deal involving a former University of Wisconsin and current NFL player.



Managing patent portfolios for notable Wisconsin companies, and prosecuted patent applications in a wide variety of industries, including: automotive, consumer products, sporting goods, software, education, furniture, agricultural products, and many others.



Working to shape developing trademark law by working directly with Congress through the American Bar Association on the recently passed **Trademark Modernization Act** and co-authoring two **U.S. Supreme Court** amicus briefs for the International Trademark Association.



Providing **service to the following pro bono and legal organizations**: State Public Defender's Office, American Bar Association, International Trademark Association, Seventh Circuit Bar Association, Eastern and Western District of Wisconsin Bar Associations, and the James E. Doyle and Richard Linn Inns of Court.

Recognized by:

GODFREY & KAHN S.C. 2020
RECOGNIZED BY
Best Lawyers



MIP **IP STARS**

Super Lawyers®

Get in touch



Shane Delsman
414.287.9653
sdelsman@gklaw.com



Brian G. Gilpin
414.287.9317
bgilpin@gklaw.com



Jennifer L. Gregor
608.284.2629
jgregor@gklaw.com

Stay current on the latest news, trends and regulatory issues impacting your business.

www.gklaw.com/subscribe