



Julianne M. Hartzell

Partner and Chair, Medical Devices

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Ms. Hartzell has significant experience in intellectual property litigation, including cases involving patents, trademarks, copyrights, and trade secrets. She also has experience enforcing covenants not-to-compete and confidentiality agreements. Clients hire her to protect their intellectual property rights and to defend them against infringement allegations. She works closely with her clients to understand their business needs and aggressively defends her clients' interests, seeking the most efficient route to resolve litigation in a way that satisfies those needs.

In addition to her leadership role as the Chair of the Firm's Medical Devices practice, Julianne is a recognized leader in the legal and business communities:

- Litigation Trailblazers and Pioneers list, *National Law Journal* (2016)
- *The Best Lawyers in America*® list, Litigation—Intellectual Property category (2016–2017)
- “IP Star” in *Managing IP's IP Stars Survey* (fka the *World IP Handbook and Survey*) (2016)
- “Emerging Lawyer,” *Emerging Lawyers Magazine* (2015–2017)
- *Illinois Rising Stars*® lists (2011–2016)
- *Profiles in Diversity Journal's* “Women Worth Watching” honoree (2015)
- Law Bulletin's “40 Illinois Attorneys Under Forty To Watch” (2014)
- “Top Rated Lawyer in Intellectual Property” by *American Lawyer Media (ALM)* and Martindale-Hubbell (2013)
- Chicago Bar Association's Alliance for Women's Alta May Hulett Award (2012)
- Martindale-Hubbell® AV Preeminent Peer Review Rating
- Fellow of the Litigation Counsel of America



Practices

- IP Litigation
- Copyrights
- Trade Secrets
- Trademarks
- Design Patents

Industries

- Automotive & Transportation
- Consumer Products
- Medical Devices
- Pharmaceutical
- Internet & Cyberlaw
- Industrial & Mechanical Technologies

Representative Experience

- Secured grant of summary judgment that patent claims were invalid because the patent specification lacked sufficient written description of the claimed invention.
- Obtained multi-million dollar judgment for trademark and copyright infringement as well as unfair competition and deceptive trade practices from an online retailer selling counterfeit goods.
- Obtained jury verdict in favor of defendant on more than 100 trademark and copyright infringement claims brought against a manufacturer.
- Reached early resolution on behalf of medical device company accused of patent infringement.
- Secured non-infringement jury verdict for photographer after successful trial defense against allegations of copyright infringement.
- Won a multi-million dollar settlement from the world's largest manufacturer of silicone devices used in reconstructive surgery in a patent infringement claim against the inventor of a revolutionary new device.
- Successfully defended three of the nation's largest internet retailers, with combined annual revenues in excess of \$10 billion, against the alleged infringement of early e-commerce patents for electronic shopping carts and HTTP methods.

Background and Credentials

Ms. Hartzell brings strong experience as a litigator protecting her clients' intellectual property rights and defending those accused of infringement. She has been lead counsel in numerous intellectual property disputes, including copyright and trademark jury trials. She is also a registered patent attorney.

Ms. Hartzell earned her J.D. from The University of Michigan Law School. As a student, she also interned for the Wayne County Prosecutor's Office, where she received valuable courtroom experience.

She obtained her B.S. in mechanical and biomedical engineering from Duke University. As an undergraduate, she interned with Procter & Gamble and Visteon (then a division of Ford Motor Company), and also worked as a research assistant focusing on MRI imaging technology and failure analysis.

Education

- The University of Michigan Law School (J.D.)
- Duke University (B.S.)
 - Mechanical and Biomedical Engineering

Bar Admissions

- Illinois
- U.S. District Court, Northern District of Illinois
- U.S. Patent and Trademark Office
- U.S. Court of Appeals, Federal Circuit

Publications and Presentations

March 23, 2017

“Reaction: SCOTUS’ Varsity Ruling Will ‘Haunt the Courts’”

Intellectual Property Magazine

March 22, 2017

“US Supreme Court Finds Cheerleading Uniform Designs Copyright Eligible” (featured quotes)

Managing Intellectual Property

March 22, 2017

“Did SCOTUS Miss Change to Fine-Tune IP Protection for Apparel?” (featured quotes)

New York Law Journal

February 13, 2017

“What You Should Know Before Requesting A PTAB Rehearing” (featured quotes)

Law360

October 14, 2016

“NPEs—The Special Issues Arising from Disputes with NPEs”

PLI’s Patent Litigation Program

August 4, 2016

“Halo Gives Juries Bigger Role On Enhanced Patent Damages” (featured quotes)

Law360

June 14, 2016

“Litigation Alternatives and Hot Topics in the U.S. and Abroad”

PLI’s Fundamentals of Trademark Law in the Global Marketplace 2016 – Chicago

June 13, 2016

“Supreme Court Makes Enhanced Damages Easier to Recover in Patent Cases”

Marshall Gerstein Alert

November 12, 2015

“gTLD: Emerging Best Practices”

Trademark & Copyright Summit: New York

October 19, 2015

“Supreme Court Takes Up Enhanced Damages under Section 284” “Challenges in Negotiating Global License Agreements: U.S. v. European Jurisdictions”

Marshall Gerstein Alert

October 15, 2015

“Preparing for Litigation & Trial”

Trademark & Copyright Strategy Summit: Chicago

October 15, 2015

“Trademark Enforcement: Policing & Enforcing Your Trademarks”

Trademark & Copyright Strategy Summit: Chicago

September 11, 2015

“Discussion of US and Canada Trade Secret Protection and the recent EU Directive for the Protection of Trade Secrets”

Licensing Executives Society International's Pan-American Young Members Congress

May 27, 2015

“Post Judgment Royalties”

Damages & Injunctions Committee Conference

March 2015

“Best practice series: Women's initiatives”

Managing Intellectual Property

December 17, 2013

“IP: The late claimed invention and the written description defense”

InsideCounsel

November 19, 2013

“IP: Patent exhaustion clarification from the Federal Circuit”

InsideCounsel

October 22, 2013

“IP: Unintended consequences when licensing patented technology”

InsideCounsel

July 16, 2013

“IP: 2013 patent hot topics”

InsideCounsel

June 18, 2013

“IP: Trademark trial and appeal board vs. district court litigation”

InsideCounsel

May 21, 2013

"IP: Did the Federal Circuit invalidate 320,799 software patents?"

InsideCounsel

April 9, 2013

"IP: Supreme Court applies first-sale doctrine internationally"

InsideCounsel

March 12, 2013

"IP: Avoiding the hidden dangers of the never-ending email string"

InsideCounsel

February 12, 2013

"IP: Federal Circuit weakens Internet patent troll model"

InsideCounsel

June 2012

"Q&A: Julianne M. Hartzell"

Chicago Lawyer

May 2012

"Women and Minorities: Willing Partners or Reluctant Allies?"

The Chicago Bar Association Continuing Legal Education

March 23, 2012

"In the News"

Chicago Daily Law Bulletin

September 9, 2011

"Traditional Trademark Enforcement Options"

ICANN's New Generic Top-Level Domain (gTLD) Program

April 5, 2011

"Social Media and Professional Ethics"

November 2009

"Avenues to Partnership"

Ms. JD's Third Annual Conference on Women in the Law

October 2009

"Ethical issues in patent litigation"

PLI Patent Litigation 2009 Chicago

June 23, 2009

"Timely Advice is Recession-Proof: The Value of Patent Opinions After Seagate"

Intellectual Property Law Association of Chicago (IPLAC) Committee on U.S. Patent Law

March 2009

“Best Practices in Evaluating Copyright Infringement Claims”

Chicago Bar Association Media and Entertainment Law Committee

2009

“Ethical issues in patent litigation”

PLI Patent Litigation

Spring 2009

“Time Limits in Confidentiality Agreements”

Intellectual Property Litigation

Community and Professional Involvement

- Coalition of Women's Initiatives in Law, President 2011-2012
- The Richard Linn American Inn of Court, member of Board of Directors 2012–2014
- Intellectual Property Owners Association (IPO), Damages and Injunctions Committee 2012–2015; Litigation Committee, 2010–2011
- International Trademark Association, Design Rights Subcommittee of the Related Rights Committee, 2013–2015
- Adjunct Professor of Law at Chicago Kent College of Law, teaching a course entitled Strategies in Intellectual Property

Ms. Hartzell also is an active pro bono advocate, serving on the Firm's Pro Bono Committee and volunteering time with Lawyers for the Creative Arts, Cabrini Green Legal Aid, and Chicago Volunteer Legal Services.

She is also a member of these professional societies:

- Richard Linn American Inn of Court
- American Bar Association
- American Bar Foundation Fellows
- Chicago Bar Association
- Illinois State Bar Association
- Intellectual Property Lawyers Association of Chicago
- Intellectual Property Owners Association
- National Association of Women Lawyers