

Julianne Hartzell is a strategic litigator that clients call to try to win their intellectual property litigation, including patent, trademark, copyright, and trade secret litigation. She has succeeded on both sides of the court room, enforcing and challenging intellectual property rights. Hartzell, a 37 year old partner at Marshall, Gerstein & Borun LLP, works with inventors and corporations in the fields of consumer products, medical devices, manufacturing, pharmaceuticals and internet technology.

Attorneys around the country are quick to praise Hartzell. For example, Jennifer A. Golinveaux, a partner in Winston & Strawn, LLP's San Francisco office, has known Hartzell for two years, and served as co-counsel in defense of a complex copyright and trademark infringement jury trial involving more than a hundred claims. "Ms. Hartzell came in well into the case and very quickly came up to speed," Golinveaux said. "She played a lead role in the jury trial that resulted in a significant defense win for our client. She is an outstanding trial lawyer, with excellent courtroom instincts."

Hartzell was selected by all of the members of a joint defense group in a patent infringement case to argue on their behalf at the Federal Circuit Court of Appeals, where the Federal Circuit affirmed the defense win. She obtained a 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. Hartzell played key roles in cases challenging e-commerce patents on behalf of online retailers and enforcing a patent on behalf of the inventor of a revolutionary medical device. Hartzell has been lead trial counsel in copyright and trademark jury trials, and has participated on multiple trial teams resolving cases through summary disposition or favorable settlement.

James Hanrath, of Much Shelist, P.C., considers Hartzell one of the best and brightest. Hanrath and Hartzell worked together for over five years on a patent infringement case. "I have seen first-hand her skillful work," Hanrath said. "Having practiced for over 35 years, one notices attorneys who honorably reflect the highest standards of professional competence and justice. I expect Julianne will continue the longstanding tradition of outstanding Chicago intellectual property lawyers."

Attorney Michael Graham, formerly Principal of Gnosis IP Law, presently Global Director, Intellectual Property at Expedia, Inc., recently worked with Hartzell on a trademark cancellation proceeding and a copyright litigation matter. He was a partner at Hartzell's firm before leaving to start his own. Graham was particularly impressed on the cancellation proceeding. Graham said, "She exhibited superior legal litigation skills, but also the ability to adapt to unexpected filings and briefings and prepare appropriate responses while following the administration action rules herself." Graham added, "This was no small task and she handled it professionally and successfully."

Despite a demanding practice, Hartzell finds time to give back to the community. One of the organizations she works with is Lawyers for the Creative Arts. Hartzell has worked closely with Marci Rolnik to coordinate pro bono referrals from Lawyers for the Creative Arts. Rolnik had this to say about Hartzell, "In my professional experience directing legal service for the LCA since 2004, Julianne is one of few colleagues I personally admire both for her skill as a lawyer and her amazing character."

If that is not enough, she currently serves on her firm's Pro Bono Committee. In 2012, she received the Chicago Bar Association's Alliance for Women's prestigious Alta May Hulett Award. She served as president of the Coalition of Women's Initiatives in Law, represents minor children in probate court through Chicago Volunteer Legal Services, served on the litigation and damages committees of the Intellectual Property Owners Association, and is active in the Linn Inn of Court. Julianne is a Fellow of the Litigation Counsel of America.



JULIANNE M. HARTZELL

AGE
37

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AREA OF PRACTICE
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Intellectual Property Law

Congratulations

Julianne M. Hartzell

Partner, Intellectual Property Litigation

Law Bulletin's 2014
"40 Illinois Attorneys Under Forty to Watch"
Honoree

Julianne enforces and defends lawsuits involving patents, trademarks, copyrights, and trade secrets. Her mechanical and biomedical engineering background allow her to quickly understand new technology. Julianne has been recognized as a "very strategic litigator" with "complete command of the applicable law and pertinent facts," who is "tough, but personable," "brings out the best in witnesses at trial," and is "impressive" on cross-examination. "Her advice and advocacy are tailored to client need" and she "efficiently addresses client interests whether it be by exploring early settlement or taking a case all the way through trial and appeal."

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Illinois Super Lawyers'
Rising Stars list, 2011 - 2014

2013 "Top Rated Lawyer in
Intellectual Property,"
American Lawyer Media (ALM)
and Martindale-Hubbell

2012 Alta May Hulett Award recipient,
Chicago Bar Association Alliance For Women

Fellow, Litigation Counsel of America