



## Julianne M. Hartzell

Partner and Chair, Medical Devices

Tel 312.474.6625

[jhartzell@marshallip.com](mailto:jhartzell@marshallip.com)

---

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:

- America's Top 100 High Stakes Litigators® (2018)
- "Leading Lawyer" by Leading Lawyers, a division of *Law Bulletin Publishing Company* (2018)
- Coalition of Women's Initiatives in Law Inspiration Award (2017)
- *Illinois Super Lawyers*® list (2017-2018)
- Litigation Trailblazers and Pioneers list, *National Law Journal* (2016)
- *The Best Lawyers in America*® list, Litigation—Intellectual Property category (2016–2018)
- "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.)
  - o Mechanical and Biomedical Engineering

## **Bar Admissions**

- Illinois
- U.S. Patent and Trademark Office
- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. District Court, Central District of Illinois
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Western District of Wisconsin
- U.S. District Court, Eastern District of Wisconsin

## Publications and Presentations

July 13, 2018

**"Big Patent Paydays Remain Tough With \$140M Fed. Circ. Ax" (featured quotes)**

*Law360*

May 2, 2018

**3D Printing Roundtable**

April 26, 2018

**"Shadur's Crusade Against Misdirected Affirmative Defenses Still Has Merit"**

*Chicago Daily Law Bulletin*

April 24, 2018

**The Supreme Court Finds IPR Proceedings Constitutional**

*Marshall Gerstein Alert*

March 21, 2018

**"More Than a Judge, Shadur Became a Teacher on Civil Procedure"**

*Chicago Daily Law Bulletin*

January/February 2018

**"Tribal Warfare and Red-Soled Heels: 10 Big Issues in 2018" (featured quotes)**

*World Intellectual Property Review*

February 8, 2018

**"There will be Blood (and Beer): A Brief Panel Discussion on Oil States Services LLC v. Greene's Energy Group, LLC"**

*Intellectual Property Law Association of Chicago*

November 29, 2017

**"Running Out of Gas" (featured quotes)**

*IPPro Patents*

November 29, 2017

**"Predicting SAS Institute v. Matal After SCOTUS Oral Arguments" (featured quotes)**

*IPWatchdog*

November 28, 2017

**"Predicting Oil States after Supreme Court Oral Arguments" (featured quotes)**

*IPWatchdog*

October 12, 2017

**"Making Joint Defense and Indemnity Arrangements Benefit Rather than Hinder Patent Litigation Resolution and Costs"**

*PLI's 2017 Patent Litigation Program*

April 25, 2017

**"Collector Of Vivian Maier Photos Can't Sell During IP Row" (featured quotes)**

*Law360*

March 23, 2017

**"Reaction: SCOTUS' Varsity Ruling Will 'Haunt the Courts'" (featured quotes)**

*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, since 2012; 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
- Chicago Women in Intellectual Property (ChiWIP)