



Marc E. Fineman

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Marc Fineman is a partner and chair of the Intellectual Property Group with experience in all facets of patent, trademark, industrial design and copyright law. Marc's ultimate goal is to use practical and strategic intellectual property advice to help clients achieve their goals while striking the proper balance between risk and reward.

Intellectual property can be daunting, complex and confusing. In light of that, Marc strives to break down complicated concepts into relatable business terms that help his clients make informed business decisions. He takes time to learn about clients and their businesses, and to understand clients' business and personal goals, in the hopes that they view him not only as a lawyer, but as a trusted advisor as well.

Marc provides guidance during all stages of the product development lifecycle, from conception, to research, market analysis, development, testing and, finally, launch. This includes conducting product and trademark clearance searches, identifying complementary and cost-effective forms of intellectual property protection, developing and implementing worldwide intellectual property filing and maintenance programs and enforcing and monetizing intellectual property rights through licensing, litigation and sale.

Marc represents a broad range of clients, including large, multinational public corporations, privately held middle market companies, family-owned business and individuals. Marc works with clients across numerous industries, including Internet and online commerce, consumer electronics, entertainment, sports, telecommunications, sporting goods, toys, exercise products and financial services. In addition to his work protecting some of the most famous products and brands in the world, Marc has an interest in non-traditional trademarks, such as sounds, shapes, colors and textures, and Marc was involved in obtaining the first known registration of a tactile sensory trademark in the United States.

Bar Admissions

Illinois, 1996

Court Admissions



U.S. District Court, Northern District of Illinois

U.S. Supreme Court

U.S. Court of Appeals, Ninth Circuit

Education

John Marshall Law School, J.D., 1996

Rutgers University, B.S., 1993, Ceramic Engineering

Memberships

Chicago Bar Association

Illinois Bar Association

American Bar Association

American Intellectual Property Law Association

Intellectual Property Law Association of Chicago

International Trademark Association

Awards

Illinois Super Lawyers 2009-2010

Clients

Marc works with Midmarket private equity firm portfolio companies, midmarket manufacturing companies, midmarket service companies, family-owned companies that design and manufacture consumer products, and growing companies on the verge of expanding to foreign markets.