



## ANDREW J. AVSEC SHAREHOLDER

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### EDUCATION

J.D.,  
The George Washington University Law School, 2007  
A.B., Bioethics  
Princeton University, 2004

### BAR ADMISSIONS

U.S. Dist. Court, N.D. Illinois  
U.S. Dist. Court, E.D. Michigan  
Illinois Supreme Court

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Andrew Avsec is co-chair of the firm's Trademark Practice Group. Andrew partners with clients to provide practical legal advice tailored to achieving business goals. Andrew advises clients on complex brand protection, copyright, advertising, trade secret, and social media issues.

As a litigator, Andrew represents clients in district court litigation, arbitration proceedings, Trademark Trial and Appeal Board oppositions and cancellation actions, advertising disputes in the National Advertising Division, and domain name disputes under the Uniform Dispute Resolution Policy.

Andrew's counseling practice includes prosecuting trademarks and copyrights, implementing global trademark protection and enforcement programs, analyzing trademark searches, advising on brand expansion projects, developing global trademark filing strategies, and conducting advertising clearance. Andrew also works with companies to conduct intellectual property audits and develop customized corporate IP policies. His practice also includes providing advice on intellectual property transfers, preparing licenses, and conducting due diligence. Andrew leverages his experiences from working with a diverse client base from some of the world's top brands to start-up companies, across a wide variety of industries.

Andrew is recognized in the 2014 edition of Legal 500 for his experience in handling trademark issues in the social media context. He regularly assists clients in combatting a wide-range of web-based infringement issues.

Andrew volunteers at Legal Prep Charter Academies, Chicago's first and only legal-themed charter high school. He is a member of the Young Professionals Board of LAF, an organization that provides free legal assistance for people living in poverty in the Chicago area.

### EXPERIENCE | LEGAL

- **Brinks Gilson & Lione**, Chicago, Illinois  
Shareholder, 2016-Present  
Associate, 2007-2015  
Summer Associate, 2006

### PRACTICE GROUPS

Copyright  
International Trademark  
Licensing  
Litigation

Biographies | Andrew J. Avsec

Trade Secrets

Trademarks & Unfair Competition

Design Protection

### AREA OF FOCUS

Green Technology

### FORWARD THINKING

#### Alerts

- Ninth Circuit Finds Stock Photo Company Has Standing To Sue Under Copyright Act, August 04, 2015
- U.S. Supreme Court Rules Trademark Tacking to be Decided by Jury, January 22, 2015
- Hashtag Found Not to be Registrable , February 21, 2019

#### Presentations

- "Trademark and Advertising Pitfalls in Social Media," Illinois Paralegal Association Annual Conference, Chicago, IL, November 20, 2014
- "Expand Your Brand: Strategies for Navigating Brand Expansion Worldwide," ACC, New Orleans, October 31, 2014
- "Pinning Your Company's Hopes on Pinterest," Podcast with Scott Slavick, December 3, 2012
- "Emerging Trends in Business: Intellectual Property." Chicagoland Chamber of Commerce, Panel Discussion, April 12, 2011
- "Go Green or Go Home: The FTC's Proposed Updated Green Guides," Brinks Gilson & Lione CLearKnowledge Now Webinar, February 15, 2011
- "The FTC Green Guides: Analyzing Environmental Marketing Claims" Midwest Clean Tech 2010 Conference, Speaker, September 14, 2010

### HONORS

- *World Trademark Review 1000*, Illinois, Bronze Band, 'Prosecution and Strategy', 2018, 'Enforcement and Litigation', 2018
- Emerging Intellectual Property Lawyer, Leading Lawyers Network, Law Bulletin Publishing Company, 2016

### AFFILIATIONS

- American Bar Association
- Chicago Bar Association
- Princeton Club of Chicago

### REPRESENTATIVE MATTERS

- **Federal Court Cases**
- *Little Caesar Enterprises, Inc. and LC Trademarks, Inc. v. Piara Pizza LLC*, Case No. 2:15-cv-6943 (C.D. Cal. 2015) Pending.
- *Georgia-Pacific Consumer Products LP v. Soundview Paper Holdings LLC*, Case No. 15-cv-01182 (N.D. Ga. 2015) Settled.
- *Little Caesar Enterprises, Inc. and Bravo Food Service, LLC v. Ready To Go Pizza, Inc. and Ward*, No. 1:14-cv-1365 (N.D. Ga. 2014). Representing Little Caesar in trade secret misappropriation action against former managerial employee who opened a competing pizza restaurant. Consent judgment entered.
- *Grupo Bimbo S.A. B. de C.V. v. Snak-King Corp.*, 13-cv-02147 (C.D. Cal. 2013) Representing Plaintiffs in trademark and trade dress dispute. Settled.
- *CVG-SAB, LLC v. Facebook, Inc.*, 12-cv-14521 (E.D. Mich. 2012) Representing Plaintiff in trademark dispute. Pending.

- *American Airlines, Inc. v. Marquez*, 12-cv-03364 (N.D. Ga. 2012) Representing Plaintiff in trademark infringement dispute. Consent judgment entered against defendant.
- *Altacor Inc. et al. v. Schirle et al.*, (W.D. Mich. 2012) Representing Plaintiffs. in action asserting trademark infringement, false association, tortious interference, fraud, and unfair competition. Settled.
- *Little Caesar Enter., Inc. v. Rooyakker*, 11-cv-13474 (E.D. Mich. 2011) Representing Plaintiffs in trademark infringement action relating to HOT-N-READY mark. Settled.
- *Vaughan & Bushnell Mfg. Co. v. Estwing Mfg. Co., Inc.*, 10-CV-6430 (N.D. Ill. 2010). Representing Plaintiff in trade dress infringement action. Settled.
- *Georgia-Pacific Consumer Products LP v. Kimberly-Clark Corp.*, Georgia-Pacific brought suit against Kimberly-Clark for trademark infringement based on its alleged rights in the “Quilted Diamond Design” embossed on its QUILTED NORTHERN toilet paper. Georgia-Pacific’s infringement claims were directed against Kimberly-Clark’s use of allegedly similar embossed designs appearing on the surface of its COTTONELLE ULTRA and SCOTT toilet paper. Seventh Circuit affirmed grant of summary judgment in Kimberly-Clark’s favor.
  - 749 F. Supp.2d 787 (N.D. Ill. 2010)
  - 647 F.3d 723, 99 USPQ2d 1538 (7th Cir. 2011)
- *Bally Total Fitness Holding Corp. v. Kim2Bfit, LLC and Kim J. Garcia*, Civil Action No. 8:10-cv-01108-SDM-TBM (M.D. Fla. 2010). Representing plaintiff in dispute over use of and application to register KIM2BFIT for fitness services. Settled.
- *American Airlines, Inc. v. American Assist Travel Services, Inc., and Gerardo Villafane*, No. 08 23476 (S.D. Fla. 2008). Representing plaintiff in infringement action directed against infringement of the marks AA and AMERICAN AIRLINES. Consent Judgment entered against defendants.
- *Progressive Casualty Insurance Company v. Donald Clark, et al.*, No. 08 CV 2213 (N.D. Ohio 2008). Representing declaratory judgment plaintiff in suit regarding the phrase “National Catastrophe Response Team”. Case settled.
- *The National Spiritual Assembly of the Baha’is of the United States of America Under the Hereditary Guardianship, Inc. v. National Spiritual Assembly of the Baha’is of the United States of America, Inc.*, No. 08-230 (7th Cir. 2008).