

Eric W. Matzke

Partner

Eric develops and implements innovative legal strategies that help his clients achieve their business objectives. Eric advises clients ranging from global manufacturers to venture funds and local start-ups across a variety of industries including technology, telehealth, agriculture and ag-science, sports, entertainment, high-tech manufacturing, supply chain, and heavy equipment manufacturing.

Eric is an experienced litigator and has represented clients based in the United States and Europe in state and federal court in 41 states. He represents manufacturing clients in product liability litigation and advises them on related issues including product design, modification, field issues, retrofits, indemnity, and commercial disputes.

Recent experience includes:

- Serving as Chief Legal Advisor to a technology venture fund;
- Serving as outside general counsel to a variety of manufacturers in the food, technology, and heavy industrial equipment industries;
- Advising e-commerce and technology start-up companies on legal issues, product design and risk mitigation strategies;
- Representing a water tank manufacturer at a product liability trial in federal court in Louisiana, resulting in a defense verdict;
- Obtaining a dismissal on behalf of a mining equipment manufacturer in a traumatic brain injury case involving a portable rock crushing plant;
- Representing a motorcycle manufacturer at a wrongful death trial involving a motorcycle helmet where the jury returned a defense verdict;
- Obtaining a dismissal on behalf of a pump manufacturer in a wrongful death action arising from the explosion of a vertical slurry pump;
- Representing an industrial equipment manufacturer as national counsel in product liability cases across the country;
- Representing a national music organization in copyright infringement actions;
- Representing a pro bono client in a jury trial involving a 42 U.S.C. § 1983 claim arising from alleged First-Amendment retaliation.

Legal Services

- [Product Liability](#)
- [Litigation & Dispute Resolution](#)
- [Intellectual Property Litigation](#)



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- Business Law
 - Private Equity/Venture Capital

Education and Honors

- Marquette University Law School (J.D., *magna cum laude*)
- University of Wisconsin (B.A., *with distinction*)

Bar Admissions

- Wisconsin

Court Admissions

- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Western District of Wisconsin

Professional and Civic Activities

- DRI (Member)

Professional Recognition

- Selected for inclusion in Wisconsin Super Lawyers®—Rising Stars Editions
2013 - 2020 (Personal Injury Defense: Products)