

Johanna Wilbert

PARTNER

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About Johanna

Business advisor and IP protector in diverse matters

Johanna Wilbert helps clients protect and enforce their intellectual property (IP). She provides valuable counsel in patent, trade secret, trademark, and false advertising litigation and appeals. Clients come to her for advice on an appropriate IP strategy to protect and enforce their IP rights within their portfolio.

Johanna represents a diverse array of clients, including:

- **Inventors and startups**
- **National franchisors**
- **Manufacturers, such as medical devices, apparel and heavy equipment**

Johanna recognizes that intellectual property is a critical company asset and clients need a uniquely experienced counsel to represent them on complex cases where multiple types of IP issues overlap. She also recognizes that when rights need to be protected, clients need prompt responses, which is why Johanna and her team are prepared to act quickly and aggressively.

Johanna is the national chair of the Quarles IP Litigation team.

Experience in Action

- **Protects client IP when infringed upon.** She has successfully obtained numerous temporary restraining orders and preliminary injunctions involving issues such as patent infringement, trademark infringement, trade secret misappropriation and false advertising.

Education and Honors

Northwestern University, Kellogg School of Management, Certificate, Quarles & Brady Leadership Program (2016)

University of Wisconsin Law School (J.D., *cum laude*, 2006)

- University of Wisconsin Moot Court (Treasurer)

University of Wisconsin - Madison (B.S., 2002)

Bar Admissions

Wisconsin

Court Admissions

U.S. Court of Appeals, Federal Circuit

U.S. Court of Appeals, 7th Circuit

U.S. Patent and Trademark Office

U.S. District Court, Eastern District of Wisconsin

U.S. District Court, Western District of Wisconsin





- **Advises clients looking to commercialize and scale their inventions.** Johanna counsels clients and their internal teams on their use of social media, including social media account ownership, brand management, trademark protection, product liability and customer service as it relates to social media.
- **Counsels clients through the entire trademark process.** She represents clients on trademark matters before the Trademark Trial and Appeals Board, including oppositions and cancellations.

Successes

- Protected a falsely accused infringer by filing a declaratory judgment action and obtaining summary judgment that invalidated all patent claims at issue, for a complete victory for the accused infringer.
- Advised a medical device company regarding various methods to protect intellectual property, including assistance with inventorship dispute and scope of patent rights.
- Successfully represented a large manufacturer of mining equipment in its trade secret theft and patent infringement case against a competitor who had stolen design drawings. The case settled with a \$25 million payment to her client.

Capabilities

Intellectual Property Litigation

Litigation & Dispute Resolution

Trademark

Patent

Intellectual Property

Patent - Consumer Products and Industrial Design

Professional Recognitions

- *Best Lawyers in America*[®] (2021, 2022, 2023, 2024: Litigation - Intellectual Property, Litigation - Patent)
- *Wisconsin Super Lawyers*[®] "Rising Stars" (2013, 2015, 2016, 2018, 2019: Intellectual Property Litigation)

Professional & Civic Activities

- Eastern District Court of Wisconsin, Local Rules Committee, member

