

Matthew Duchemin

PARTNER

Madison

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About Matt

Trial-ready IP litigation counsel

Matt Duchemin is an experienced litigator and trial lawyer who focuses on intellectual property (IP) disputes. He has represented clients in state and federal courts throughout the country as well as before the Trademark Trial and Appeal Board (TTAB). Having taken more than a dozen complex cases to trial and verdict, when Matt negotiates for a client, he brings a preparedness to litigate that drives favorable settlements in disputes over:

- **Patents**
- **Trademarks**
- **Trade dress**
- **Trade secrets**
- **Copyright**
- **Commercial matters**
- **Unfair competition litigation**
- **False advertising litigation**

A strategic counselor and trusted advisor to his clients, Matt works to know what they want to accomplish, to identify the end in mind and direct every effort at it. Clients count on Matt for good communication – a clear explanation of the issues in question as well as available options for resolution and a recommendation. They know he seeks, when possible, to avoid litigating to solve a dispute but is ready and capable if going to court is necessary.

Education and Honors

Marquette University Law School (J.D., *cum laude*, 1999)

- Marquette Law Review (Managing Editor)

University of Notre Dame (B.A., 1996)

Bar Admissions

Wisconsin

Court Admissions

U.S. District Court, Western District of Wisconsin

U.S. District Court, Eastern District of Wisconsin

U.S. District Court, Northern District of Illinois

U.S. District Court, Eastern District of Texas

U.S. Court of Appeals, Federal Circuit

U.S. Court of Appeals, 7th Circuit

U.S. Court of Appeals, 11th Circuit





Experience in Action

- **Advising on complex intellectual property litigation**, including patent, trademark, trade dress, trade secrets, copyright disputes and counterfeiting claims.
- **Developing comprehensive IP protection and enforcement programs** for national and international companies and brands.
- **Representing national and multinational businesses in opposition and cancellation proceedings** before the Trademark Trial and Appeal Board.
- **Providing counsel on a wide range of commercial disputes**, including breach of contract, business torts, UCC and intra-company ownership disputes, among others.

Successes

- Obtained a successful jury verdict on behalf of a plastic injection mold manufacturer in patent/trade secrets litigation in the Northern District of Illinois.
- Obtained jury verdicts of \$44,126,822 and \$5,443,484 for patent infringement on behalf of a leading manufacturer of telecommunications technologies for the deaf and hard-of-hearing against their primary competitor in the Western District of Wisconsin.
- Obtained successful jury verdict in a software patent case in the Western District of Wisconsin on behalf of a leading marketer, distributor and technology innovator of stored-value gift and prepaid products.
- Obtained a favorable resolution on behalf of a consumer food products company in a patent dispute against many of the world's largest food manufacturers in the Northern District of Illinois before Judge Richard A. Posner, sitting by designation.
- Represented health care software manufacturer in patent infringement litigation in the Eastern District of Texas and in oppositions before the TTAB.
- Argued before the Seventh Circuit Court of Appeals in a commercial contract dispute.
- Argued before the Supreme Court of Wisconsin in an insurance regulatory dispute.

Capabilities

Litigation & Dispute Resolution

Financial Institutions Litigation

Intellectual Property Litigation

Trademark

Professional Liability

Intellectual Property

Patent

Professional Recognitions

- *Best Lawyers in America*[®] (2020-present: Commercial Litigation, Litigation – Intellectual Property)





- *Wisconsin Super Lawyers*® "Rising Stars," (2007-2008, 2011-2012: Business Litigation; Intellectual Property Litigation)

Professional & Civic Activities

- State Bar of Wisconsin, member
- American Bar Association, member
- Dane County Bar Association, member
- Seventh Circuit Bar Association, member
- Wisconsin Bar Association, member, Eastern and Western Districts; board of governors, Western District

