

# Stacy Alexejun

## PARTNER

Madison

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## About Stacy

### Client-oriented litigator for product liability defense and IP protection

Stacy Alexejun represents clients against product liability and personal injury claims. Her appreciation for design and innovation extends into intellectual property enforcement and litigation, with an emphasis in trademark, trade secret, copyright and unfair competition matters. Stacy's experience extends to a variety of industries and products, including:

- **Vehicles** such as electric scooters, cars and motorcycles
- **Industrial products and heavy equipment** like cranes, conveyors, forklifts and trailers
- **Lead paint and industrial processes**
- **Health care entities** such as hospitals and software

Stacy understands clients spend time and resources on developing their products and building their brands. Through her experience and comprehensive knowledge, Stacy strives to protect her client's investments and important assets.

As a former clerk to Chief Justice Annette Kingsland Ziegler of the Wisconsin Supreme Court, Stacy is also uniquely situated to represent clients in appeals on significant questions of federal and state law.

Stacy is passionate about promoting and empowering women and mothers who practice law, and she emphasizes and values the importance of mentoring young attorneys.

### Education and Honors

Marquette University Law School (J.D., *cum laude*, 2009)

University of Wisconsin - Madison (B.A., *with honors*, 2006)

- Degree: English

### Bar Admissions

Wisconsin

### Court Admissions

U.S. Court of Appeals, 7th Circuit, 2018

U.S. Court of Appeals, Federal Circuit, 2014

U.S. District Court, District of Colorado, 2014

U.S. District Court, Western District of Wisconsin, 2013

U.S. District Court, Eastern District of Wisconsin, 2009

U.S. Court of Appeals, 3rd Circuit, 2019

U.S. District Court, Northern District of Illinois, 2015





## Experience in Action

- **Helps clients through complex litigation matters.** She manages electronic discovery, handles expert and fact witness depositions, runs mediation, and briefs and argues summary judgment and pre- and post-trial motions in both court and arbitration.
- **Handles proceedings before the Trademark Trial and Appeal Board**, having represented numerous clients in cease-and-desist actions, domain disputes and *inter partes* proceedings with favorable results.
- **Conducts litigation and trials before state and federal courts and arbitrators**, including JAMS and AAA.

## Recent Success

- Obtained dismissal of negligence action against electric scooter company on grounds of lack of legal duty.
- Enforced binding arbitration agreement in over a dozen jurisdictions.
- Defended manufacturer of semi-truck trailers against strict product liability and negligence claims, including defeating cognitive injury claim by excluding damages expert under *Daubert*.
- Briefed and argued winning appeal before Missouri Court of Appeals, affirming verdict in favor of major motorcycle manufacturer on claims of defective design and negligence.
- Won summary judgment in declaratory judgment action in favor of children's hospital on grounds that competitor lacked protectable trademark rights in asserted descriptive phrase.
- Successfully obtained injunctive relief prohibiting disclosure of health care software company's trade secrets from disclosure under public records law.
- Litigated disputes before the Trademark Trial and Appeal Board, including winning summary judgment in many cases.

## Capabilities

Intellectual Property Litigation

Appellate

Litigation & Dispute Resolution

Trademark

Automotive Industry

Product Liability

## Professional Recognitions

- Selected by *In Business* magazine as a "40 Under 40" recipient (Class of 2020)
- Received 2019 Outstanding Mentor Award from Wisconsin State Bar Young Lawyers Division
- Selected for inclusion in Wisconsin Super Lawyers® - Rising Stars Edition 2017-2019 (Intellectual Property Litigation)





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## Professional & Civic Activities

- Special Olympics Wisconsin, board of directors, (2017-present)
- Operation Fresh Start, board of directors, (2016-present)
- Inaugural Class of the State Bar of Wisconsin's G. Lane Ware Leadership Academy (2016-2017)
- Leadership Greater Madison (2014)
- Law Clerk to Judge Michael Bohren, Waukesha County Circuit Court (2007-2008)
- Quarles Cares, committee member
- Quarles & Brady Legal Intervention for Nonviolence Clinic

