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# TRAILBLAZERS

MIDWEST

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**What was the genesis of the idea/path that has made you a trailblazer?**

As an associate, I worked on IP-related matters. As I grew my practice, I took on more trade secrets and restrictive covenant matters, including the seminal inevitable disclosure case, *PepsiCo v. Redmond*. Over time, my experience broadened into protecting companies from rogue employees and dishonest business associates in related areas of unfair competition. These types of cases are part of my overall focus of helping businesses with their most sensitive and important litigation.

**What sort of change has resulted from the concept?**

The Hetronic Lanham Act infringement verdict of approximately \$90m was one the largest, if not the largest, disgorgement verdicts. Additionally, we obtained a worldwide injunction preventing the defendants from continuing to sell their infringing products and requiring them to return the client's confidential information. This case provides significant protection for US multinational companies who unfortunately have dishonest business partners who think that they can act with impunity because they are located in a foreign country. The Lanham Act provides important protection to US trademark holders where there have been a harm to US foreign commerce.

**What bearing will this have on the future?**

I expect more US multinational companies to use the Lanham Act's extraterritorial reach, and this case as precedent specifically, as a basis to seek protection of their brand and goodwill in US courts under similar circumstances – to protect a US trademark holder where there has been significant damage to US foreign commerce. These types of cases are not specific to a particular industry, but cover businesses in any industry that have well-recognized product names or product packaging. This precedent will be useful in cases of former foreign distributors who continue to sell identical products under the same product names even after their distribution and license rights have terminated.