



NEAL  
GERBER  
EISENBERG

## Ian J. Block

Partner | Intellectual Property

### OVERVIEW

Ian is a partner in NGE's Intellectual Property practice group. From the largest public companies to top-flight middle-market businesses to startups, Ian focuses his practice on advising clients to build and protect their brands. Ian is highly skilled in all areas of trademark law, including clearance, prosecution, enforcement, and transactions. Ian has devised and implemented trademark enforcement campaigns to prevent infringements of some of the best-known brands in the world. Clients routinely look to Ian for creative and pragmatic solutions to their most difficult trademark issues.

Ian has substantial litigation experience across all areas of intellectual property, including in trademark, trade dress, patent, advertising, and copyright disputes. He litigates in federal courts around the country, the U.S. International Trade Commission (ITC), the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board (TTAB), and the Better Business Bureau's National Advertising Division (NAD) and National Advertising Review Board (NARB). Ian takes a practical approach to litigating, partnering with clients to best position them to advance their business goals.

Ian was selected by World Trademark Review for an individual ranking in the 2023 edition of the WTR 1000, paired with NGE's trademark group receiving the highest gold-band rating amongst Illinois law firms. Based on client references, WTR 1000 described Ian as a "skilled partner" who "brings his creative and pragmatic approach to major players." *Super Lawyers* magazine recognized Ian as an "Illinois Rising Star" in intellectual property litigation each year from 2014–19. He serves as a member of the firm's Summer Associate Hiring Committee. Prior to joining NGE,



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### EDUCATION

University of Chicago Law School  
(J.D., 2009)

Georgetown University (B.A., 2006)

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### ADMISSIONS

Illinois



Ian was an intellectual property litigation partner in the Chicago office of Kirkland & Ellis LLP, where he successfully litigated numerous high-profile lawsuits through trial and appeal.

## RECOGNITIONS

- *World Trademark Review 1000*, recommended in "Prosecution and Strategy" since 2023.

## NEWS & INSIGHTS

**January 31, 2025 Firm News**

*World Trademark Review 1000* Ranks Six Neal Gerber Eisenberg Attorneys

**May 16, 2024 Event**

NGE Attends the 2024 INTA Annual Meeting

**February 8, 2024 Firm News**

Neal Gerber Eisenberg Intellectual Property Practice Places Six Attorneys in *World Trademark Review 1000*

**November 3, 2023 In The Media**

Ian Block Quoted in *Bloomberg Law* Article Discussing Supreme Court's Potential Reversal of 'Trump Too Small' Trademark Registration

**November 2, 2023 In The Media**

Ian Block Quoted in *IPWatchdog* on Supreme Court's Impending Trademark Ruling in *Vidal v. Elster*

**June 14, 2023 Publication**

Ian Block and Andrea Fuelleman Author "Enforcing trademarks online: what brands need to know"

**June 9, 2023 Event**

Firm Hosts Intellectual Property 102 Webinar Series

**02.13.2023 Firm News**

Neal Gerber Eisenberg Intellectual Property Practice Places Five Attorneys in *World Trademark Review 1000*

**February 7, 2022 Publication**

Impact of COVID Delays on Examination of Trademark Applications

**February 3, 2022 In The Media**

Ian Block Quoted in *Bloomberg Law* on Washington Commanders Rebranding

**February 2, 2022 In The Media**

Ian Block Quoted in *National Law Journal* on Washington Commanders Trademark Challenges

**July 16, 2019 Publication**

Bring Out the Bots

**November 20, 2018 Firm News**

Neal Gerber Eisenberg Welcomes Intellectual Property Litigator Ian J. Block