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## Lee J. Eulgen

Partner | Intellectual Property

### OVERVIEW

Lee is an intellectual property litigator and advisor who manages sophisticated portfolios for clients with worldwide operations. His practice includes the full range of intellectual property dispute and transactional matters, with an emphasis on trademark, copyright, trade secret, trade dress, privacy and litigation.

Lee serves as lead counsel before state and federal courts and administrative agencies throughout the country, and he also coordinates efforts to resolve similar international disputes. His practice covers all traditional intellectual property assets, as well as issues such as data ownership and online compliance. He has litigated countless domain name ownership disputes. He is the former Chair of the Domain Disputes Subcommittee of the International Trademark Association's Internet Committee and was Vice Chair of the International Trademark Association's U.S. Famous Marks Subcommittee.

He counsels clients concerning strategic facets of global trademark portfolio development, including clearance, prosecution and enforcement matters. Lee also negotiates a wide variety of complex technology and licensing agreements and transactions. As co-chair of the firm's Hospitality & Leisure practice group, Lee has handled many sophisticated hotel agreements, joint ventures, and other arrangements.

A growing component of Lee's practice concerns being a strategic counselor to entrepreneurs, high net worth individuals, well-known celebrities and business and political personalities. He advises them regarding crucial business matters and personal affairs, including the pursuit and



**leulgen@nge.com**

D. (312) 269-8465

F. (312) 578-2807

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### EDUCATION

University of Wisconsin Law School  
(J.D., 1997), with honor

University of Notre Dame (B.B.A.,  
1994) *magna cum laude*

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### ADMISSIONS

Illinois

Wisconsin



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management of concerns vital to their interests and topics of a sensitive nature.

Lee frequently gives back through pro bono work. He prevailed at trial in a forgery case brought on behalf of an elderly client who had lost title to his home because of a fraudulent deed. In addition, Lee sat on the Board of Directors of the Chicago domestic violence clinic, Pro Bono Advocates, for five years.

Clients appreciate Lee's commitment to learning the distinctive attributes of their products, services and brands that make them competitive. Lee understands the long-term business considerations that are crucial to his clients' development and protection. He spends substantial time analyzing his clients' operations and competitive environments to ensure their innovation and branding strategies consistently achieve their potential.

## RECOGNITIONS

- *Chambers USA: America's Leading Lawyers for Business*, recommended in "Intellectual Property: Trademark, Copyright & Trade Secrets" since 2022
- *World Trademark Review 1000*, recommended in "Trademark Enforcement and Litigation" and "Trademark Prosecution and Strategy" since 2014
- *The Legal 500 United States*, recommended in "Trademark Litigation" since 2019
- *The Best Lawyers in America*, recommended in "Trademark Law" since 2019
- *The Best Lawyers in America*, "Lawyer of the Year: Trademark Law," 2025

## NEWS & INSIGHTS

January 31, 2025 Firm News

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

January 30, 2025 Publication

Top Twelve Trends to Monitor in the Hospitality Industry in 2025

August 15, 2024 Firm News

60 Neal Gerber Eisenberg Attorneys Included in 2025 *Best Lawyers In America*

June 6, 2024 Firm News

Neal Gerber Eisenberg Secures Nine Ranked Practice Groups and 23 Recognized Attorneys in *Chambers USA* 2024

May 16, 2024 Event

NGE Attends the 2024 INTA Annual Meeting

April 16, 2024 Publication

How China's IP Proposal Could Affect US Brands' TM Strategy



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**February 27, 2024 Firm News**

NGE Wins Jury Verdict for Polaroid in \$285 Million Dispute

**February 8, 2024 Firm News**

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

**December 21, 2023 Publication**

Client Alert: Draft Trademark Law Amendment and its Potential Impact on China Trademark Strategy

**August 17, 2023 Firm News**

55 Neal Gerber Eisenberg Attorneys Included in 2024 *Best Lawyers In America*

**July 25, 2023 In The Media**

Lee Eulgen Quoted in *Law360's* Analysis "The Biggest Copyright Decisions Of 2023: A Midyear Report"

**June 12, 2023 Firm News**

The Legal 500 United States 2023 Edition Recommends Four Neal Gerber Eisenberg Practices and 23 Attorneys

**June 1, 2023 Firm News**

Neal Gerber Eisenberg Secures 10 Ranked Practice Groups and 25 Recognized Attorneys in *Chambers USA 2023*

**02.13.2023 Firm News**

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

**01.06.23 In The Media**

Lee Eulgen Quoted in *Law360* Article "Hospitality Cases To Watch In 2023"

**November 16, 2022 Publication**

Client Alert: Supreme Court to Address International Reach of U.S. Trademark Law

**November 15, 2022 In The Media**

Lee Eulgen Quoted in *Bloomberg Law* Article on Film Company Attempt to Regain Trademark

**October 25, 2022 Publication**

Lee Eulgen and Kara Smith Article on Name, Image and Likeness Rules Published on *LawInSport*

**August 18, 2022 Firm News**

60 Neal Gerber Eisenberg Attorneys Included in 2023 *Best Lawyers*

**August 11, 2022 Firm News**

NGE Represents Omeda Holdings LLC in Sale to Sverica Capital Management LP

**June 10, 2022 Firm News**

The Legal 500 United States 2022 Edition Recommends Four Neal Gerber Eisenberg Practices and 19 Attorneys

**June 1, 2022 Firm News**

Neal Gerber Eisenberg Secures 11 Ranked Practice Groups and 25 Recognized Attorneys in *Chambers USA 2022*



**March 30, 2022 Publication**

Client Alert: Putin Threatens Nationalization of Western Intellectual Property and Assets in Russia

**March 3, 2022 Publication**

Client Alert: Good-Faith Mistakes of Law Will Not Invalidate Copyright Registrations

**February 28, 2022 Firm News**

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

**December 30, 2021 Publication**

Client Alert: Trademark Modernization Act Provisions Take Effect

**September 15, 2021 Event**

Lee Eulgen Joins Panel Discussion at UIC's IP and Tech Corporate Counsel Conference

**August 18, 2021 Firm News**

52 Neal Gerber Eisenberg Attorneys Included in 2022 Best Lawyers

**June 10, 2021 Firm News**

The Legal 500 United States 2021 Edition Recommends Four Neal Gerber Eisenberg Practices and 15 Attorneys

**April 28, 2021 Publication**

Client Alert: ADA Website Accessibility Ruling Deepens Circuit Split

**February 15, 2021 Firm News**

Neal Gerber Eisenberg Intellectual Property Practice Once Again Earns Gold Band Status in *World Trademark Review 1000*

**January 11, 2021 Publication**

Client Alert: Trademark Modernization Act: New Protections for Brand Owners

**August 19, 2020 Firm News**

46 Neal Gerber Eisenberg Attorneys Included in 2021 Best Lawyers

**July 9, 2020 Publication**

Client Alert: U.S. Copyright Office Releases Report on Digital Millennium Copyright Act

**June 15, 2020 Firm News**

The Legal 500 United States 2020 Edition Recommends Five Neal Gerber Eisenberg Practices and 21 Attorneys

**May 15, 2020 In The Media**

Lee Eulgen Quoted in Hotel Business on Impact of COVID-19

**April 28, 2020 Publication**

Client Alert: SCOTUS Resolves Circuit Split on Trademark Profit Awards and Intent, but Uncertainty Remains

**February 25, 2020 Publication**

Client Alert: The Implications of Brexit on Intellectual Property Rights

**February 17, 2020 Firm News**

Neal Gerber Eisenberg Intellectual Property Practice Receives Top Ranking in *World Trademark Review 1000*



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**August 15, 2019 Firm News**

45 Neal Gerber Eisenberg Attorneys Included in 2020 Best Lawyers

**July 31, 2019 Publication**

Client Alert: New USPTO Rule Requires Foreign Applicants, Registrants, and Parties to TTAB Proceedings to Be Represented by U.S. Counsel

**June 11, 2019 Firm News**

The Legal 500 USA Recommends Five Neal Gerber Eisenberg Practices and 19 Attorneys in the 2019 Edition

**June 4, 2019 Publication**

Client Alert: Supreme Court Holds Bankruptcy Cannot Nullify License Agreement

**June 3, 2019 Publication**

Client Alert: 7th Circuit: Trademark Owners in Bankruptcy Cannot Revoke License Agreements

**March 21, 2019 Publication**

Client Alert: U.S. Supreme Court Mandates Copyright Registration to Litigate Infringement Claims

**February 7, 2019 Publication**

Client Alert: EU and UK Trademarks and Designs If There's No Brexit Deal

**February 5, 2019 Firm News**

Neal Gerber Eisenberg's Intellectual Property Practice Receives Top Ranking in *World Trademark Review 1000*

**January 16, 2019 Publication**

Client Alert: Online Hotel Reservation Systems Under Attack for Alleged ADA Violations

**October 18, 2018 Publication**

New Feature – NGE IP Focus: Hospitality and Leisure

**August 15, 2018 Firm News**

45 Neal Gerber Eisenberg Attorneys Included in 2019 Best Lawyers

**August 13, 2018 In The Media**

Lee J. Eulgen Quoted in *Reuters Westlaw Journal – Intellectual Property*

**August 1, 2018 Publication**

Client Alert: U.S. Brand Holders Anticipating Business in Cuba Can and Should Protect Trademarks

**July 31, 2018 Publication**

Client Alert: ADA Claims Reach Into Cyberspace

**July 31, 2018 Publication**

Client Alert: IKEA Case Highlights the Importance of Prudent Management of International Trademark Portfolios

**July 30, 2018 Publication**

Client Alert: Sweeping Changes in EU Trademark Law and the Brexit Unknown



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**July 30, 2018 Publication**

Client Alert: New Requirements for Copyright Safe Harbor

**July 27, 2018 Publication**

Client Alert: Website ADA Compliance Remains a Pressing Concern

**July 27, 2018 Publication**

Client Alert: Reminder: Service Providers Must Comply with New Requirements for Copyright Safe Harbor by December 31, 2017

**July 26, 2018 Publication**

Attorneys Unite: Consequences of eBay for Brand Owners and a Potential Remedy

**July 26, 2018 Publication**

Booking.com: The Potential Paved Road to Protecting Highly Descriptive and Generic Terms Combined with Top-Level Domain Extensions

**July 6, 2018 Firm News**

World Trademark Review 1000 Recognizes Three Neal Gerber Eisenberg Attorneys, IP Practice

**July 6, 2018 Firm News**

Neal Gerber Eisenberg Secures Victory for Duracell in Trademark Infringement Case

**July 6, 2018 Firm News**

Neal Gerber Eisenberg's Intellectual Property Practice Receives Top Ranking in World Trademark Review 1000