

Partner

Maureen R. Smith✉ msmith@fitcheven.com

☎ 312.577.7000

📍 Chicago, IL



Profile

With more than three decades of experience in all aspects of trademark law, Maureen R. Smith has helped clients in diverse industries select, protect, build, and enforce brands in the United States and around the globe. She has filed and prosecuted many hundreds of U.S. trademark applications, including for various forms of trade dress and nontraditional marks, and has overseen the filing, prosecution, and maintenance of many thousands of trademark applications in other countries. Maureen's extensive international experience gives her an exceptional ability to assist U.S. and foreign-based companies in exporting their brands.

Maureen has managed portfolios that include some of the most valuable brands in the world and has supervised the development and enforcement of those brands in nearly every jurisdiction, including in the European Union and China. She assists companies of all sizes as they select new brands, develop trade identities, and protect and leverage brands. Maureen has also provided intellectual property counsel, including brand valuation, in many significant business deals.

Maureen has practiced extensively in the U.S. Patent and Trademark Office, including before the Trademark Trial and Appeal Board. She represents clients in trademark, unfair competition, and domain name disputes, rigorously enforcing their rights and defending their use of trademarks and names over unfounded infringement claims.

As former in-house trademark counsel for two Fortune 100 companies, Maureen provided key advice to brand owners (including at the C-level). Her in-house experience informs her practice, making her a valued asset and effective partner to in-house counsel and other legal professionals.

Maureen is also founding member of CHIEF, a network focused on connecting and supporting women executive leaders. She is active in the Notre Dame Club of Chicago.

Education

J.D., Notre Dame Law School, 1993

B.A., Journalism, Drake University, 1989, *cum laude*

Bar Admissions

Illinois

U.S. Court of Appeals for the Federal Circuit

U.S. District Court for the Northern District of Illinois

Recognition

Notre Dame Law School

White Scholar, Thomas J. White Center on Law and Government

Lead Articles Editor, *Notre Dame Journal of Law, Ethics & Public Policy*

Named a Leading Lawyer in Illinois in Copyright & Trademark Law and Intellectual Property Law (2021–24)

Services

International IP Protection

IP Litigation

Appellate Practice

Brand Enforcement

Memberships

- CHIEF
- Lesbian and Gay Bar Association of Chicago (LAGBAC)
- International Trademark Association (INTA)
- National LGBT+ Bar Association
- Notre Dame Club of Chicago
- Notre Dame Women Connect

Commercial + Technology
Disputes

Copyright Disputes

IP Professional
Responsibility + Malpractice

ITC Section 337 Disputes

Northern District of Illinois
Local Counsel Services

Patent Litigation

Standard Essential Patents

Trade Secret Litigation

IP Portfolio Management

IP Strategy Development

IP Transactions

Trademark + Brand
Protection