

Jeremy L. Buxbaum

Counsel

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Services

Trademark Litigation
Trademark, Copyright &
Advertising
Anti-Counterfeiting & Gray Markets
Clearance & Portfolio Management
Brand Licensing & Related
Transactions
Intellectual Property
Online & Digital Enforcement

Industries

Retail & Consumer Goods
Fashion & Luxury Goods
Food, Restaurant & Beverage
Electronics & Computer
Technology

Jeremy Buxbaum focuses his practice on intellectual property litigation and counseling relating to trademark, trade dress, copyright, false advertising, and right of publicity. Jeremy has substantial experience in all aspects of federal and state court litigation, proceedings before the Trademark Trial and Appeal Board, pre-suit enforcement actions, and trademark counseling and prosecution across numerous industries, including hospitality, food and beverage, software, luxury goods, and outdoor and sports apparel and equipment.

Jeremy prepares trademark applications and counsels clients in connection with maintaining and enforcing trademark portfolios. He has experience in brand integrity and enforcement. Jeremy also has significant experience in commercial litigation, data privacy counseling and litigation, and internet related litigation.

Prior to joining the firm, Jeremy was a senior intellectual property attorney in the Intellectual Property practice of an international law firm in its Chicago, Illinois office.

Experience

*U.S. District Court for the Eastern District of Pennsylvania; U.S. District Court for the Northern District of California

Defended software start-up in trademark litigation suit and favorably settled, allowing client to continue using its mark.

*U.S. District Court for the Central District of California; U.S. District Court for the Southern District of Florida
Defended trade dress and trademark infringement claims on functionality and fair use grounds in multiple jurisdictions related to tool used in automotive industry. Successfully settled.

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

Represented a nonprofit organization that supports artists in a trademark infringement action involving a home furnishings retailer's use of the client's mark in connection with its café.

*U.S. District Court for the Eastern District of Missouri

For national retail shopping center owner and operator, on motions to dismiss and for summary judgment, obtained complete dismissal of nine-count complaint alleging trademark infringement and breach of contract.

*Obtained favorable pre-litigation settlement for an online jewelry retailer in copyright infringement matter related to diamond photographs.

*U.S. District Court for the Western District of Washington

Represented an online jewelry retailer in copyright and trademark infringement and unfair competition lawsuit resulting in a judgment in its favor.

*U.S. District Court for the Northern District of California

Represented a classified advertisements website in copyright infringement and Computer Fraud and Abuse Act lawsuit related to auto posting software for ad placement resulting in \$1.8 million judgment in the client's favor.

*U.S. District Court for the Northern District of California

Represented a classified advertisements website in copyright infringement action related to services that aided and induced bulk posting in violation of the client's Terms of Use resulting in \$1.6 million judgment in its favor.

*Federal Trade Commission

Successfully represented a multinational technology corporation before the Federal Trade Commission in defense of FTC complaint regarding launch of a social networking application and email user privacy. The resulting consent decree was the first FTC privacy and EU Safe Harbor settlement. Assisted the company in implementation of the privacy program described in the consent decree.

*U.S. District Court for the Southern District of Ohio

After expedited discovery, defeated preliminary injunction motion in trademark infringement action involving a trademark, resulting in settlement and dismissal.

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

Represented a multinational technology conglomerate in copyright and trademark litigation against computer reseller. Favorable settlement was reached and permanent injunction was entered.

*U.S. District Court for the District of Delaware

Represented footwear manufacturer in a trademark infringement matter relating to use of a Chinese company's

trademarks.

*U.S. District Court for the District of Columbia

Prevailed in contested preliminary injunction hearing and then secured stipulated permanent injunction in trademark infringement action relating to a community organizing project's trademarks.

*U.S. District Court for the Western District of Wisconsin

Obtained summary judgment in a football helmets and shoulder pads manufacturer's favor on \$40 million counterclaim for false advertising under The Lanham Act.

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

Represented a beverage company in a trademark infringement action involving sparkling water company's use of the client's marks in connection with sparkling water products. Favorable settlement was reached and permanent injunction was entered.

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

Represented global imagery provider in class action alleging violations of the Illinois Right of Publicity Act and obtained dismissal with prejudice of the entire case.

*Represented numerous communications providers in responding to subpoenas and related litigation regarding issues related to the federal Stored Communications Act and Wiretap Act, among other communications and privacy-related laws.

*Represented various privately held hotel entities in connection with a range of contractual disputes in cases in Illinois, New York, and Delaware arising from going-private transaction, including disputes relating to rights of first refusals, management agreements, loans and guarantees. Matters resolved out of court.

*Experience gained by attorney prior to joining Kilpatrick

Education

Northwestern University Pritzker School of Law J.D. (2008) *cum laude*

University of Colorado Ph.D., Philosophy (2003)

University of Colorado M.A., Philosophy (2001)

University of Colorado B.A., Philosophy (1993) *magna cum laude*

Admissions

Illinois (2008)

Court Admissions

U.S. Court of Appeals for the Seventh Circuit

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

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

Professional & Community Activities

International Trademark Association (INTA), Member

3Arts, Host Committee, Past Member

Insights

[News](#)

Kilpatrick Brings On Perkins Coie Trademark Duo In Chicago

February 10, 2026

[News Releases](#)

Kilpatrick Adds Prominent Trademark & Copyright Team in Chicago

February 9, 2026