



Amanda M. Roach

Partner

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Chicago - 312.658.6624

Amanda strategically advises clients in a variety of intellectual property matters, including brand selection, portfolio strategy, trademark application prosecution, brand enforcement and defense, due diligence, anti-counterfeiting measures, and trademark maintenance. She has extensive experience working on the trademark lifecycle with companies in more than 140 countries.

Amanda has a reputation for building strong relationships with clients and using creative thinking to achieve their business goals. She recognizes how the needs of a Fortune 100 company are different from a start-up or non-profit and tailors her counsel to reflect appropriate strategies for each. During her career, Amanda has worked with clients in a variety of industries including food, beverage, dietary supplements, cosmetics, personal care, e-commerce, pharmaceuticals, medical equipment, water reclamation, oil and gas, household goods and fixtures, employment, and entertainment.

Amanda previously worked as an IP attorney at other Chicago-based law firms, including serving as head of trademark prosecution before joining UB Greensfelder.

Education

- Princeton University (B.A., 2002)
 - English
- DePaul University College of Law (J.D., 2006)
 - Certificate in Intellectual Property, Art and Museum Law

Bar Admissions

- Illinois
- Northern District of Illinois

Professional Affiliations

- International Trademark Association (*Leadership Committee, 2020-2021, 2023-present*)
- National Association of Women Business Owners (*Member, 2023-present*)

Practices & Industries

- Advertising, Media & Communications
- Anti-Counterfeiting and Grey Market Goods
- Brand Development, Management & Enforcement
- Copyright Management, Licensing, and Enforcement
- Start-Up and Entrepreneur Practice
- Trademark Prosecution, Licensing, & Enforcement
- Intellectual Property & Technology

- Chicago Women in Intellectual Property (*Member, 2022-present*)

Awards & Honors

- Ranked as one of Illinois' "Leaders in Their Field" in Intellectual Property: Trademark, Copyright & Trade Secrets by Chambers USA: America's Leading Lawyers for Business (2026)
- Named to the Illinois Super Lawyers list, Intellectual Property (2025-2026)
- Recognized in the World Trademark Review's *WTR 1000 – The World's Leading Trademark Professionals* (2025-2026)
- Corporate Woman of Achievement Award, National Association of Women Business Owners (2023)