



Brett J. Geschke

Associate

bgeschke@ubglaw.com

Chicago - 312.658.6558

Brett advises clients on domestic and international trademark and copyright enforcement, anti-counterfeiting and gray market goods enforcement programs, intellectual property litigation, and other civil litigation. He provides and executes effective strategies within and outside the courtroom, for social media and online platforms, and through customs enforcement. His background in civil business and IP litigation in federal court, as well as the management of anti-counterfeiting and enforcement programs against grey market goods for prominent global brands, enables him to identify and address problems in the marketplace with efficiency. Brett regularly represents and counsels international clients doing business in the United States on a wide range of intellectual property law matters.

Brett also counsels businesses of all sizes on IP strategy and brand management to support them with the identification of intellectual property rights held or in development, clearance, registration, licensing, monetization, and enforcement. He assists clients with proactive steps to clear and secure IP rights and provides direction on effective use in the marketplace to help clients grow and position their business. Brett assists his clients in achieving maximum brand equity across the world and on e-commerce platforms. He has experience both defending and pursuing opposition proceedings related to applications to register trademarks before the Trademark Trial and Appeal Board (TTAB) of the United States Patent and Trademark Office (USPTO).

In addition, Brett has prepared, filed, and won several domain name disputes, including under the Uniform Domain Name Dispute Resolution Policy (UDRP), the Internet Corporation for Assigned Names and Numbers (ICANN), and the usTLD Dispute Resolution Policy (usDRP). These victories have resulted in decisions to transfer certain domain names, previously owned by cybersquatters, to deserving clients.

Clients choose Brett because of his thorough research, confident delivery, and industry experience. He sees parallels between his former collegiate baseball career and his current legal vocation—to win, both require team-oriented goals, focused preparation, strong knowledge of the fundamentals, strategic planning for each opponent, broad vision of the field, and consistent performance.

Outside of work, Brett is a dedicated runner who has completed nine marathons and has a personal record of 2:43:12. He has completed the Chicago Marathon each of the past six years. What began as an effort to get in shape for his wedding transformed into an active

Practices & Industries

- Intellectual Property & Technology
- Intellectual Property Litigation
- Trademark Prosecution, Licensing, & Enforcement
- Anti-Counterfeiting and Grey Market Goods
- Brand Development, Management & Enforcement
- Copyright Management, Licensing, and Enforcement
- Start-Up and Entrepreneur Practice
- Complex Business Litigation
- Litigation & Dispute Resolution

lifestyle change. Brett enjoys discussing IP law with clients while jogging along Chicago's Lakefront Trail.

Education

- Oakland University (B.A., *magna cum laude*, 2010)
- University of Notre Dame Law School (J.D., *cum laude*, 2013)

Certifications

- International Trademark Association – Online Takedown Procedures for Amazon, eBay, and Alibaba

Bar Admissions

- Illinois
- U.S. Court of Appeals, Seventh Circuit
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Central District of Illinois
- U.S. District Court, Northern District of Indiana
- U.S. District Court, Southern District of Indiana
- U.S. District Court, Northern District of Ohio
- U.S. District Court, Eastern District of Michigan

Professional Affiliations

- Chicago Bar Association (*Young Lawyers Section Executive Council; Chair, Law & Debate Club*)

Community Involvement

- Oakland University Alumni Association (*Member, Board of Directors*)
- Ann and Robert H. Lurie Children's Hospital (*Young Associate Board*)
- Chicago Public Library Foundation (*Member, Ambassador's Circle*)
- Chicago Area Runners Association (*Board of Directors & Site Coordinator*)
- The Posse Foundation (*Mentor and Resume Coach*)
- Notre Dame Club of Chicago (*Service Committee*)

Awards & Honors

- Named to *Best Lawyers: Ones to Watch® in America*, Commercial Litigation; Construction Law; Litigation - Construction; Product Liability - Defendants (2024-2026)
- Named to the Illinois Super Lawyers Rising Stars list, Intellectual Property (2024-2026)
- Recipient of the Oakland University 10 Within 10 Award (2017)

Experience

- Tried multiple cases to verdict as the first-chair attorney for a national hotel chain.

- Operates a nationwide anti-counterfeiting campaign to protect a client's global brands.
- Successfully represented multiple international companies at mediations in both federal and state court forums.
- Leads an ongoing effort to protect a client's trademarks in online and brick-and-mortar retail spaces, resulting in dozens of "takedowns" and settlements.
- Drafted and argued several successful motions to dismiss and motions for summary judgment on behalf of large and small businesses.
- Deposed witnesses and experts for evidence in federal and state court proceedings.

Publications & Presentations

Publications

- "The Top Legislative Developments of 2024 for Trademarks," *IP Watchdog* (December 2024)

Presentations

- "Intellectual Property Strategy - Protecting and Leveraging Your Ideas," mHUB (March 2026)