



Susan Meyer

Partner

smeyer@ubglaw.com

Chicago - 312.658.6619

Susan helps publicly held and privately owned companies and individuals plan for success and navigate complex legal challenges. She helps international clients launch businesses in the United States and assists U.S.-based with their international expansion. She provides practical business-driven solutions to matters involving intellectual property, growth, distribution, and legal compliance with the goal of helping clients thrive.

Susan handles a variety of intellectual property matters, including trademark, trade dress, copyright, trade secrets, advertising, branding, artificial intelligence (AI), design, patent management, and emerging technologies. Susan helps clients obtain, manage, enforce, and leverage IP to the owner's best advantage, including by monetizing IP via licenses or other means.

When necessary, Susan counsels and represents clients in dispute resolution spanning negotiation, mediation, arbitration, and litigation up to and through trial, and if necessary, appeal.

APPOINTMENTS

Royal Norwegian Honorary Consul

Susan was appointed in 2019 as Norway's Honorary Consul for Illinois. In 2023, she accepted expanding the territory to include Wisconsin. In this role, she assists with consular affairs and helps to facilitate the development of business, cultural, and educational relations between Norway and the U.S.

Education

- Stony Brook University (B.A., 1986)
- Chicago-Kent College of Law (J.D., 1994)

Bar Admissions

- Illinois
- Florida

Practices & Industries

- Intellectual Property & Technology
- International
- Business Law
- Brand Development, Management & Enforcement
- Trademark Prosecution, Licensing, & Enforcement
- Copyright Management, Licensing, and Enforcement
- Start-Up and Entrepreneur Practice
- Franchising & Distribution
- Franchising & Distribution Industry
- Private Wealth Services
- Anti-Counterfeiting and Grey Market Goods

- U.S. Court of Appeals, Seventh Circuit
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Southern District of Florida
- U.S. District Court, District of Nebraska
- Federal Trial Bar, Northern District of Illinois

Professional Affiliations

- American Bar Association
- Illinois Bar Association
- Chicago Bar Association
- ISBA Standing Committee on Franchise & Distribution Law
- International Trademark Association (INTA)
- American Intellectual Property Law Association (AIPLA)
- Chicago Women in IP (ChiWIP)
- Women Entrepreneurs Grow Global (WEGG) (*Board Member and Specialist*)
- Norwegian-American Defense and Homeland Security Industry Council (NADIC) (*Corporate Member, Board Member*)
- Norwegian-American Chamber of Commerce (now NorCham Chicago), Chicago Chapter (*National Board Member, Chapter President, 2014-2017; Corporate Member*)
- Select USA Investment Summit on international trade opportunities (Member of the Norwegian delegation)
- Swedish American Chamber of Commerce (SACC)
- INTA Saul Lefkowitz Moot Court Competition Judge

Community Involvement

- Friends of Astrup Fearnley Museet, a U.S. organization formed to support the Astrup Fearnley Museum of Modern Art in Oslo, Norway (*President*)

Awards & Honors

- Named to Illinois Super Lawyers list, Intellectual Property (2026)
- Named to *The Best Lawyers in America*®, Franchise Law (2019-2027)
- Named 2024 Corporate Woman of Achievement by NAWBO Chicago (2024)
- Leading Creative Arts Lawyers by Leader Lawyers for Chicago (2023)
- Leading Women Lawyers by Leading Lawyers (2023)
- Leading Chicago Metro Women Lawyers 2023 by Leading Lawyers (2023)
- Who's Who Legal: Franchise (2017-2022); USA Thought Leader (2023)
- Illinois Leading Lawyers (2020-2022)
- Top Suburban Business Lawyers (2020)
- Crain's Notable Women in Law (2020)

Intellectual Property (IP)

Throughout a company's lifecycle, including growth and expansion, Susan guides clients through the maze of intellectual property rights to build a practical and effective IP strategy that supports and grows with the company.

Susan's broad brand development and management experience includes advising established and iconic brands regarding their large portfolios and entrepreneurs launching their business – and every business size and initiative in between. She guides clients through an IP strategy recognizing that IP is the one thing that separates their business from the competition.

Susan handles a variety of intellectual property matters, including trademark, trade dress, copyright, trade secrets, advertising, branding, licensing, artificial intelligence (AI), design, patent management, emerging technologies, and dispute resolution. Susan helps clients with obtaining, managing, enforcing, and leveraging IP to the owner's best advantage, and when necessary, she counsels and represents clients in dispute resolution.

Because Susan has taken IP enforcement cases through jury trial and judgment, she has unique insight into the problems companies encounter in the marketplace and the steps necessary for securing solid enforceable IP rights before a problem arises in the marketplace.

Trademarks & Trade Dress

Susan manages international trademark portfolios and helps clients optimize their IP. From strategically selecting and clearing new marks, to obtaining protection, to managing and maintaining a portfolio, Susan helps clients position their IP assets for growth. She tailors an enforcement approach to her client's objectives and budget.

Her clients include manufacturers and wholesalers in the food sector, consumer goods, industrial goods, and defense products. She represents retailers in fashion, jewelry, restaurants, and a wide array of service providers. Susan also represents clients working in the film, art, literary, and entertainment business.

Susan has represented numerous clients in the United States Patent and Trademark Office (USPTO) and handled oppositions at the Trademark Trial and Appeal Board (TTAB). She also represents clients in Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, mediation, arbitration, and state and federal courts.

Susan has served as an expert witness in federal trademark litigation, opining on the standard of care for the adoption, maintenance, application for registration, and policing of trademarks.

Experience

- Served as lead IP counsel for an 85-year-old international trade association with 200,000 active users, including designing and executing an international branding refresh strategy and implementing new internal communications guidelines, training,

and forms to streamline the roll-out.

- Served as lead trademark counsel for a complete re-brand of a major regional hospital brand with nine hospitals.
- Represented a major national franchisor in a lawsuit against its largest, multi-unit franchisee for trademark infringement and breach of multiple franchise agreements; the court granted a temporary restraining order (TRO) followed by a preliminary injunction upholding the restrictive covenants in the franchise agreements and enjoining defendants from using the client's trademarks improperly.

Copyright and Digital Millennium Copyright Act (DMCA)

Susan helps clients with all aspects of their copyright matters. From protection to management to enforcement, Susan guides clients through the long duration of this valuable intellectual property asset. She understands how copyright intersects with the other types of IP and works with clients to craft a comprehensive IP strategy.

Susan represents artists, authors, song writers, screen writers, models, actors, and other creative people and companies producing original content. She assists with protecting their property, managing a creative portfolio, licensing content, and attending to estate planning where appropriate.

When necessary, Susan will respond to matters before the U.S. Copyright Office and enforce an owner's copyright in federal court.

Experience

- Handled a complex, multimillion-dollar case involving copyright infringement and violations of the Digital Millennium Copyright Act (DMCA). The client created artwork and graphics for video reel slot machine games and filed a lawsuit against the world's largest slot machine gaming manufacturer when the defendants used the client's copyrighted works for social, mobile, and online gaming in violation of a license agreement. After a two-week jury trial, involving four defendants, six games at issue, and multiple copyright and DMCA counts, the jury returned a verdict finding willful copyright infringement (including 696 violations) and the client obtained a \$20.7 million judgment— the 6th largest jury verdict in Illinois that year. The jury also delivered a verdict awarding the client \$1.7 million in statutory damages.

Trade Secrets

Susan not only advises clients about trade secrets and how these crucial properties fit into an IP portfolio, but she also provides practical training for clients and their teams. This gives them tools to protect their valuable trade secrets, empowers their staff to be brand ambassadors, and inspires the organization to work toward protecting the company's trade secrets.

Susan has defended trade secret matters for franchisor clients throughout the United

States.

Licensing

Susan has vast experience helping clients establish and manage their licenses. Understanding the key components of a well-structured licensing program is crucial for clients to protect their IP. Susan has structured the licenses for patents, trademarks, trade dress, copyrights, and other property in a wide variety of industries. Some of these include licenses for medical devices, manufacturing equipment, technology, software, Italian textiles, food manufacturing and equipment, board games, photography, and others.

Franchising & Distribution

Franchising & Distribution

Susan works with many franchisors on system and brand strategy and compliance issues, including serving as outside general counsel for several franchisors. She understands the special challenges facing franchisors and leverages her experience advising businesses in various industries, including restaurants, fashion, specialty services, and retail, to help guide her clients.

Susan has enforced the rights of franchisors around the country through negotiation, via mediation, and in court.

Experience

- Represented a major national franchisor in a lawsuit against its largest, multi-unit franchisee for trademark infringement and breach of multiple franchise agreements; the court granted a temporary restraining order (TRO) followed by a preliminary injunction upholding the restrictive covenants in the franchise agreements and enjoining defendants from using the client's trademarks improperly.

News & Media

August 20, 2026

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2027 List

August 21, 2025

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List

August 15, 2024

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2025 List

April 25, 2024

Susan Meyer Receives 'Corporate Woman of Achievement' Award from NAWBO Chicago

April 24, 2024

FTC Issues Rule Prohibiting Non-Competes

August 17, 2023

Best Lawyers 2024 Edition Lists 66 Greensfelder Attorneys, Including Five “Lawyers Of The Year”

January 26, 2023

Greensfelder Attorneys Named To Who’s Who Legal: Franchising For 2022

August 18, 2022

Best Lawyers 2023 Edition Lists Over 60 Greensfelder Attorneys, Including Five St. Louis ‘Lawyers Of The Year’

August 19, 2021

Best Lawyers 2022 Edition Lists 60 Greensfelder Attorneys, Including Three St. Louis ‘Lawyers Of The Year’

Publications & Presentations

PUBLICATIONS

- “The Current Landscape in the Enforcement of Intellectual Property Rights” (Co-Author), *ABA Forum on Franchising Annual Conference*, Dallas, Texas (November 1, 2023)
- "Key Takeaways on Hot Topics for Franchisors in 2021: FPRs, Advertising and Pandemic Struggles" (Co-Author), *Greensfelder Franchising & Distribution Law Blog* (March 10, 2021)
- "Crain's 2020 Notable Women in Law" (Featured), *Crain's Chicago Business* (2020)
- Interview with Susan Meyer, "Brands Dodge Specimen Rejection with Creative Photography," *Managing IP* (June 12, 2020)
- "Domain Name Management and Enforcement" (Co-Author), *ABA Forum on Franchising Annual Conference*, Nashville, Tennessee (October 10-12, 2018)
- "Spousal Consent—What Does That Mean?" *The Franchise Lawyer* (Spring 2017)

PRESENTATIONS

- “The Current Landscape in the Enforcement of Intellectual Property Rights,” ABA Forum on Franchising, Dallas, Texas (November 1, 2023)
- Goldman Sachs 10,000 Small Businesses Program IP Workshop (July 13, 2023)
- "Available IP Protection in Different Areas of the World," 2023 International Distribution Institute Conference, Bologna, Italy (June 10, 2023)
- "Ask Me Anything: Doing Business in the US," Hacking 4 Allies (May 2023)
- Keynote Introduction, Midwest General Counsel Conference (April 19, 2023)
- mPOWER Women Founders Cohort 2023 mHUB (March 31, 2023)
- “Navigating Intellectual Assets Cross Border for Joint Research, Government Cooperation, Joint Ventures, and Business Cooperation: From Policy to a Practitioner’s Perspective,” Swedish-American Chamber of Commerce Transatlantic Day, Stockholm, Sweden (February 7, 2023)

- "Doing Business in the United States," Hacking 4 Allies Strategic Partnerships Day (October 7, 2022)
- "Franchise Development Workshop," European Women's Association (February 22, 2022)
- "Public/Private Efforts to Combat COVID-19 - Best Practices," IWEF Foundation Conference (November 9, 2021)
- "Breaking into the US," Hacking 4 Allies (November 8, 2021)
- "Fundamentals on Franchising Intensives Program," Intellectual Property ABA Forum on Franchising, Atlanta, Georgia (October 13, 2021)
- "Best Practices for Coming to the US," Hacking 4 Allies Strategic Partnerships Day (October 8, 2021)
- "Growing and Scaling Through Global Partnerships," Webinar, IWEF Foundation (June 30, 2021)
- "Basics Track: Trademarks & IP," International Franchise Association, Virtual Legal Symposium (May 5, 2021)
- "Nordics Navigating New Norms & Numbers," Webinar, Royal Norwegian Honorary Consulate (March 18, 2021)
- "How Franchisors Deal with Issues of Data Flows from EU to US Since GDPR and Brand New EU Regulation," International Bar Association 2020 Virtually Together (November 2, 2020)
- "Immigration Implications in Uncertain Times," Webinar, Norwegian American Chamber of Commerce (June 11, 2020)
- "Domain Name Management and Enforcement," ABA Forum on Franchising Annual Conference, Nashville, Tennessee (October 10-12, 2018)
- "Commercial Innovation: Building Collaborative Organizations and Partnerships," Norwegian TransAtlantic Forum (2016)
- "Global Small Business Forum: Make the World Your Business!" Global TradeSource Ltd. (2016)
- "Business Idea from Concept to Success: Protecting Your Intellectual Property Globally," Women Entrepreneurs Grow Global Program (2016)
- "Intellectual Property Matters—How to Protect Your IP and Add Value to Your Organization," Chicago-Kent College of Law's 35th Annual Conference on Not-For-Profit Organizations, Chicago (2016)
- "Ethical Issues in Renewals, Re-writes, Transfers, and Terminations," CLE at McDonald's (2016)
- "New Business Idea From Concept to Success," Bethel New Life Program (2016)

In the News

- *State Affairs WisPolitics*, "[Talking Trade with Susan Meyer, Norwegian honorary consul for Illinois and Wisconsin](#)" (February 2, 2026)