

Mark E. Avsec Has Been Named a BTI Client Service All-Star for 2018

MARCH 29, 2018

Benesch is pleased to announce that Mark E. Avsec has been named a 2018 MVP Client Service All-Star by BTI Consulting. Mark was nominated by a high-profile consumer goods company. He is one of 328 attorneys in the country to receive this prestigious honor. Corporate counsel single out each attorney - by name and in an unprompted manner - as delivering the best client service in this report.

BTI's reports and publications rely on candid, direct feedback from your clients and your market to delineate key market trends and define the most intricate nuances of complex, large-scale professional services relationships. BTI's client service rankings, brand health assessments and market forecasts are considered the gold standard in their industries. These studies are independently funded and published and rely 100% on individual interviews with General Counsel, Chief Audit Officers, Chief Financial Officers and other C-level executives and buyers of professional services.

Mark is a partner and Vice-Chair of the Innovations, Information Technology & Intellectual Property (3iP) Practice Group of Benesch, Friedlander, Coplan & Aronoff, LLP. He is also Co-Chair of Benesch's Sports and Entertainment Group and leads Benesch's 3D Printing Legal Team.

A copyright, trademark, and media lawyer by trade, and a litigator and business attorney, Mark focuses his practice on "old" and "new" media issues, consumer products, technotainment (including music and other entertainment-related technology licensing matters), and general mobile commerce. Mark provides general legal support to various types of museums, technology and software companies, consumer products companies, and media, music, film, creative content, and content distribution companies. His practice focuses on complex technology licensing deals involving creative content, 3D-printing industry-related counseling, copyright, trademark, and trade dress litigation, copyright and trademark prosecution, fair use and rights of publicity/privacy counseling, celebrity endorsements, and an expertise in privacy and data security compliance.