

Laura M. Schaefer

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Overview

Laura is a trademark attorney with experience in trademark litigation and prosecution, as well as strategic development, policing and enforcement of global brands. She has served as counsel for national and international clients in federal court litigations, where she has managed all aspects of discovery, including deposing fact and expert witnesses, drafting, and filing a number of dispositive motions, as well as pretrial preparation. Further, Laura has worked closely with experts, including those with expertise in trademark surveys, damages, and pharmaceuticals. She also has significant experience in complex inter partes proceedings before the Trademark Trial and Appeal Board (TTAB), including through trial. Laura has significant experience with ICANN proceedings relating to domain name disputes and take down procedures before various social media websites.

In addition, Laura counsels clients with respect to IP asset purchasing involving trademark portfolios, including drafting, and advising on assignment and licensing agreements. She also advises clients on advertising issues such as claim substantiation, comparative advertising, and puffery claims. Laura has been active with respect to domestic and international trademark clearance searches. Additionally, to her trademark practice, she has experience with patent litigation as well as design patent prosecution before the USPTO. While in law school, Laura interned as an Illinois Supreme Court Rule 711 law student at the Chicago Legal Advocacy for Incarcerated Mothers (CLAIM) where she represented clients in various family law matters.

Representative Matters

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Represented mattress company as local counsel in trademark infringement case brought by musicians.*

- Represented plaintiffs in a federal lawsuit against sellers of counterfeit consumer products on Amazon.com.
- Represented biotech company in defense of trademark infringement and trade secret misappropriation action, case dismissed by plaintiff as a result of strategic discovery requests by defense.*
- Represented a Fortune 50 corporation as second chair of a hotly-contested and complex U.S. trademark opposition that lasted over four years and resulted in favor of the client, upholding key evidentiary objections and arguments against any likelihood of confusion which were fundamental in the determination of the matter.*
- Represented confectionary company in C.D. Cal. in defense of trademark infringement action, settled prior to summary judgment.
- Obtained summary judgment in favor of confectionary company, finding competitor's trade dress functional, resulting in dismissal of case. Judgment upheld by Third Circuit Court of Appeals.*

Credentials

EDUCATION

- Loyola University Chicago School of Law, 2015, J.D.
  - *Loyola University Chicago Law Journal*, Student Articles Editor
- University of Iowa, BBA, Economics

BAR & COURT ADMISSIONS

- Illinois
- U.S. District Court for the Northern District of Illinois
- U.S. Court of Appeals for the Third Circuit

Memberships

- Intellectual Property Law Association of Chicago (IPLAC)
  - President, Present
  - Vice President, 2024-2026
  - Secretary, 2022-2024
  - Co-Chair, Women in IP Committee, 2019-2022
  - Member, 2017-Present
- International Trademark Association (INTA), Famous and Well-Known Marks Committee
- Chicago Women in IP (ChiWIP)

Awards & Recognition

- Illinois Super Lawyers, Rising Stars, 2024-2025

News & Insights

- 17 Benesch Attorneys Selected to 2025 Illinois Super Lawyers and Rising Stars Lists
  January 23, 2025 | Press Releases
- Laura M. Schaefer mentioned in Crain's Chicago People on the Move
  March 14, 2024 | Media Mentions
- 16 Benesch Attorneys Selected to 2024 Illinois Super Lawyers and Rising Stars Lists
  January 25, 2024 | Press Releases
- Benesch Deepens Intellectual Property Capacity with Addition of Partner Laura M. Schaefer in Chicago
  January 10, 2024 | Press Releases
- "Copyright laws of the jungle: Suing only fit for homo sapiens" | Chicago Daily Law Bulletin
  January 9, 2024 | Contributed Content & Presentations
- Navigating Personal Development in the Workplace
  January 9, 2024 | Contributed Content & Presentations
- Trademark Modernization Act ("TMA") and Changes to Identity Verification
  January 9, 2024 | Contributed Content & Presentations
- IP License Compliance Reviews and Audits: How to Protect IP Rights, Double Royalty Income or Pay No Royalties
  January 9, 2024 | Contributed Content & Presentations
- IP License Compliance Reviews and Audits
  January 9, 2024 | Contributed Content & Presentations

Speaking & Events

PAST EVENTS

- Balancing the Scales of Justice at Work, in Life and at Home | Laura M. Schaefer
  April 6, 2024 | Speaking Engagement