

# Matthew Hartzler

## Associate

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### Practices

FOCUS: Intellectual Property  
Advertising, Marketing and Promotions  
Intellectual Property Litigation  
Trademark Licensing and Strategy  
Trademarks and Trademark Litigation

### Education

JD, University of Illinois College of Law,  
*summa cum laude, Order of the Coif*  
BA, Amherst College, *with honors*

### Bar Admissions

Illinois

### Community Involvements

Copyright Society of the USA  
International Trademark Association

To help clients in creative industries reduce their risk and achieve their business goals, Matthew Hartzler provides efficient solutions for media, fashion and technology clients that allows them to protect their expression, branding and innovation through intellectual property law.

### Strategic thinking for innovators' problems

Prior to becoming an attorney, Matt spent his early career as a filmmaker. He produced commissioned documentaries, led projects serving international brands and captured live rock bands. His experience in film allows him to be a collaborator and advisor to individuals who work in creative fields. Matt concentrates on copyright and trademark counseling, counterfeit and piracy policing, and contract disputes involving intellectual property.

After graduating second in his class from the University of Illinois College of Law, Matt applies his knowledge of the creative process to the practice of copyright, trademark and privacy law. Matt was articles editor for the *University of Illinois Law Review* and published research on the intersection between copyright law's first sale provisions, public domain rights and international counterfeiting. Matt also worked for a major book publisher and understands the ins-and-outs of pre-publication clearance and fair use, and the pitfalls to avoid when licensing.

### A dedication to pro bono work

Matt is also dedicated to his pro bono practice, which centers around immigration issues such as obtaining U Visas for survivors of crime and Green Cards for those recently granted asylum. His commitment to client service extends to his pro bono clients, making sure their cases are resolved swiftly and with ease.