

Matthew Hartzler

Associate

Intellectual Property

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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 allow them to protect their expression, branding and innovation through agreements and intellectual property law.

Strategic thinking for clients in creative fields

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 clients in creative fields. Matt concentrates on copyright and trademark counseling, counterfeit and piracy policing, and contracts 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 worked for a major book publisher, and he understands the ins-and-outs of pre-publication clearance, fair use, and complex rights transactions. Matt knows the pitfalls to avoid when drafting licensing deals or collaboration agreements.

A dedication to pro bono work

Matt is also dedicated to his pro bono practice, which centers on immigration issues such as winning asylum for those fleeing gang violence in Central America, securing U Visas for survivors of crime and obtaining 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.

Recognitions

Recognized or listed in the following:

- National Immigrant Justice Center

Practices

- Intellectual Property
- Intellectual Property Litigation
- Trademark Licensing and Strategy
- Advertising and Brand Litigation

Industries

- Entertainment and Media
- Entertainment and Media Transactions

Education

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

Bar Admissions

- Illinois

Court Admissions

- US District Court, Northern District of Illinois

Professional & Community Involvement

- Illinois State Bar Association
- International Trademark Association

- Rising Stars, 2024

- Katten Muchin Rosenman LLP Pro Bono Service Award
  - 2025

News

- Katten Announces 2025 Pro Bono Service Award Recipients (October 22, 2025)
- Legal Aid Chicago Names Matthew Hartzler as 'Volunteer of the Year' for His Work at the Katten de Diego Legal Clinic (March 14, 2025)
- Leigh Brissenden and Matthew Hartzler Recognized as NIJC 'Rising Stars' (May 8, 2024)
- Katten Helps to Defend Steve Madden Against Doc Martens Complaint in Trade Dress Lawsuit in Oregon Federal Court (November 10, 2023)
- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)

Publications

- *The Katten Kattwalk* | Issue 30 (Fall 2025)
- Selecting Who Sues: Picking the Proper Party for Offensive Trademark Litigation (Fall 2025)
- No Confusion From Keywords: Federal Courts of Appeals Help Defendants Facing Trademark Suits on Paid Search (Fall 2024)
- *Kattison Avenue* | Issue 13 (Fall 2024)
- Can Significant Sales Be the Fast Track to Trade Dress Protection? (January 31, 2024)
- *Kattison Avenue/Katten Kattwalk* | Issue 3 (Winter 2024)
- Motions to Dismiss in Meritless Trademark Infringement Claims: When to Roll the Dice? (November 15, 2023)
- *Kattison Avenue* | Issue 11 (Fall 2023)
- "Fresh, Local, Quality" – How Unverifiable Opinions Evade False Advertising Claims | *IP Litigator* (July/August 2022)
- 'Fresh, Local, Quality' — How Unverifiable Opinions Evade False Advertising Claims (May 12, 2022)

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- New FTC Rules Leave Contemporary NAD/NARB Questions Unanswered (September 15, 2021)

Presentations and Events

- Brand Activation Legal Committee Meeting (November 17, 2022)
- Brand Activation Legal Committee Meeting (December 16, 2021)