

Lauren Edelman Willens

OF COUNSEL



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Practice Areas

- Intellectual Property & Information Technology
- Data Privacy & Cybersecurity
- Emerging & Growth Business

Education

- Wayne State University Law School
J.D., *cum laude*
President, Wayne State Intellectual Property Association
- Wayne State University Honors College
Bachelor of Arts, Deans List

Bar Admission

- Michigan

Court Admissions

- S. District Court, Eastern District of Michigan
- S. District Court, Western District of Michigan
- S. District Court, District of Utah (Pro Hac Vice)
- S. District Court, Western District of Wisconsin

Overview

Lauren Edelman Willens is part of our Intellectual Property & Information Technology practice group. Lauren also works with our Data Privacy & Cybersecurity, and Emerging & Growth Business practice groups. She specializes in providing strategic legal and business advice to clients to protect, defend, and enforce their intellectual property rights.

Lauren counsels clients on the use and enforcement of trademarks, as well as advising on worldwide brand development, domestic and international trademark clearance and prosecution, trademark due diligence, trademark licensing, and online copyright matters. She also represents clients in cases involving trademark and trade dress infringement, copyright infringement, false advertising, and misappropriation of trade secrets, as well as opposition and cancellation actions before the USPTO Trademark Trial and Appeal Board. She has represented clients from a wide range of industries, including pharmaceuticals, consumer goods, apparel, medical devices, software, automotive and other Fortune 500 and non-profit organizations.

She also has extensive experience counseling clients on a wide range of privacy, cybersecurity, and information management issues in the context of vendor/vendee agreements, mergers and acquisitions, compliance, business strategy, and technology transactions.

Publications

- Lauren Edelman Willens (Rennert), Laura Schwartz, *United States: B&B Hardware – District Courts Consider Impact on Both Trademark And Patent Litigation* (December 2015), Mondaq

Affiliations

- State Bar of Michigan
- Lakeshore Legal – Volunteer Attorney
- Transgender Legal Defense and Education Fund – Volunteer Attorney
- Wayne State University Law School – Guest Lecturer
- Michigan Intellectual Property Inn of Court – Associate Member