

## S. Edward Sarskas

Partner

### Overview

Ed serves as a trusted advisor and counselor to business clients in various stages of the dispute resolution process. Taking a creative and practical approach, he helps clients evaluate and manage risk, execute strategic initiatives, and resolve disputes. His strategic perspective extends beyond the dispute to his client's overall goals and mission. He recognizes that his success is measured by his client's ultimate success in the marketplace.

Ed's practice includes complex litigation matters involving trademarks, patents, copyrights, trade secrets, hardware and software related technology, advertising, unfair competition and related contract disputes. He advises clients on issues related to advertising, cyber security and data breaches and has litigated cases in state and federal courts in numerous states and jurisdictions throughout the country.

Ed has also handled securities and corporate governance litigation in individual and class actions, including: in *In re Enron Securities Litigation*, *In re Imclone Securities Litigation*, *In re Mattel Securities Litigation*, and *In re Emulex Corp. Securities Litigation*.

Having participated in firm leadership by serving on several committees, Ed is Co-chair of the firm's Class Action/ MDL Team and Co-chair of the Firm's *pro bono* committee. The firm was awarded the Milwaukee Bar Association's 2014 *Pro Bono Publico* Award under Ed's leadership.

### Experience

Ed's creative approach to achieving solutions to business disputes is evident in the following representative matters:

- Counsels Singer Vehicle Design, the world's preeminent automobile restorer, as it navigates trademark, advertising, and media-related issues worldwide
- Counsels clients enforcing and defending trademark rights, including in preliminary injunction proceedings and before the Trademark Trial and Appeal Board



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### Milwaukee

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### Legal Assistant

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### Practices

Enforcement, Clearance & Defense  
Litigation

Post-Grant

Unfair Competition & Trade Secrets

- Represented a college in a software license dispute
- Represented a health care technology company in a software license dispute
- Counsels businesses through issues involving cyber security, data privacy, and data breaches
- Secured favorable settlement for trademark owner on the eve of trial
- Counseled a consumer product manufacturer and defeated class action claims for false advertising
- Counseled a printing software business through the resolution of a supplier dispute resulting in a transaction that avoided litigation
- Counsels and represents businesses defending claims for violation of the False Claims Act
- Counsels and represents businesses in a variety of technology-related disputes
- Counsels various businesses on matters related to operations where the primary objective is to minimize risk and avoid or resolve disputes
- Secured victory for health care providers defending class action claims arising from prices charged to uninsured patients

## Honors & Recognitions

Ed has earned the highest possible peer review rating, AV® Preeminent™, by Martindale-Hubbell®. He has been recognized as one of Wisconsin's intellectual property litigation "Rising Stars" by *Milwaukee Magazine*.

## Professional Activities

- Member, International Association of Privacy Professionals (IAPP)
- Member, Milwaukee Bar Association
- Member, State Bar of Wisconsin
- Member, American Bar Association

## Education

- University of Wisconsin Law School, Juris Doctor (J.D.), *cum laude*, 1998
- University of Wisconsin-Milwaukee, Bachelor of Arts (B.A.), with honors, 1990

## Admissions

- Connecticut
- New York
- Wisconsin
- United States Court of Appeals, Federal Circuit
- United States Court of Appeals, Seventh Circuit

- United States District Court, Central District of Illinois
- United States District Court, District of Minnesota
- United States District Court, Eastern District of Wisconsin
- United States District Court, Northern District of California
- United States District Court, Western District of Michigan
- United States District Court, Western District of Wisconsin

## Community Involvement

- Co-chair, Michael Best Pro Bono Committee
- Director and Governance Committee Chair, The Hunger Task Force of Milwaukee
- Director, The Legal Aid Society of Milwaukee
- Former Director, Milwaukee Bar Association
- Former Co-chair, Intellectual Property Law Section, Milwaukee Bar Association
- Pro Bono legal services volunteer, including on behalf of the Milwaukee Justice Center, the Mobile Legal Clinic, and Kids Matter, Inc.
- Salvation Army meal service volunteer
- Wisconsin licensed foster parent
- Member, Spring Creek Church