

Hillary E. Maynard

ASSOCIATE
she / her / hers

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Hillary Maynard's practice is focused on developing and implementing global trademark protection and enforcement programs. She counsels clients on various aspects of intellectual property law, including U.S. and global trademark and copyright prosecution and clearance, brand development and enforcement and complex commercial transactions that involve licensing and assignment agreements. Hillary represents clients in trademark disputes before the Trademark Trial and Appeal Board (TTAB) and in Uniform Domain Name Dispute Resolution Policy (UDRP) disputes through the World Intellectual Property Organization (WIPO) and regularly manages takedown actions on behalf of clients facing infringement in online marketplaces.

Hillary works with established and emerging companies in a range of industries, including space, health and nutrition, entertainment and consumer products. She is adept at advising sophisticated international brands on IP maintenance and enforcement strategies that reach their business goals.

Hillary's experience includes:

- Trademark and copyright prosecution, enforcement and portfolio management
- Worldwide trademark clearance and risk assessment
- Transactional licensing and acquisition agreements
- Intellectual property litigation, including *inter partes* proceedings before the Trademark Trial and Appeal Board (TTAB)

Education

- Loyola University Chicago School of Law (J.D., 2018)
- Queen's University (B.A.H., 2014)

Bar Admissions

- Illinois, 2018

Court Admissions

Capabilities

- Intellectual Property
- Trademark, Copyright & Branding
- International Trademark & Clearance
- Trademark Clearance & Prosecution
- Space Technology
- Solare Brand Protection Program

- Illinois Supreme Court
- U.S. District Court, Northern District of Illinois
- U.S. District Court, District of Colorado

Memberships

- Chicago Bar Association Young Lawyers Section, YLS Large Law Firm Committee, Chair
- Chicago Women in IP, Annual Events Committee, Member
- International Trademark Association, Member
 - Publications Committee, 2026-2027
- Streeterville Organization of Active Residents, Young Professionals Committee, Member

Recognition

- Named to the Illinois *Super Lawyers* Rising Stars, 2021-2025
- Named one of *Best Lawyers: Ones to Watch® in America* in:
 - Intellectual Property Law, 2022-2026
 - Litigation - Intellectual Property, 2023-2026

Matters

- Manages worldwide trademark portfolio and enforcement for largest global satellite and spacecraft manufacturer.
- Provided strategic advisement to an AI-focused technology company on development and enforcement of a large international trademark portfolio management.
- On behalf of numerous companies, successfully submitted hundreds of takedowns across all major online market places and social media channels.