

Jane C. Schlicht

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About Jane

Jane focuses her practice on complex business and intellectual property litigation, including contracts related to these areas. She litigates disputes at the state and federal levels nationwide and counsels her clients on patents, trademarks, copyrights, restrictive covenants, and trade secrets. Jane also handles trademark and copyright registrations and Trademark Trial & Appeal Board (TTAB) proceedings, and counsels clients on business contracts, intellectual property assignments, and licenses.

Appointed by Chief Justice Shirley Abrahamson, Jane played a key role in shaping lawyer ethics regulation in Wisconsin as chair of the Special Preliminary Review Panel of the Wisconsin Office of Lawyer Regulation (2000–2006). She was also appointed to the Advisory Committee studying cost and delay in the Wisconsin federal court system by then-Chief Judge Robert W. Warren.

Jane's Affiliations

- Thomas E. Fairchild Inns of Court, Master
- Milwaukee Bar Association
- Wisconsin State Bar Association
- American Bar Association
- Seventh Circuit Bar Association
- Outstanding Lawyers of America

Areas of Focus

Services: Intellectual Property; Labor & Employment; Litigation & Trial

Experience

- Obtained summary judgment representing a sausage maker in a patent infringement lawsuit. Johnsonville Sausage sued Klement Sausage in US District Court for the Eastern District of Wisconsin for infringement of its design patent for a curved sausage tray. Klement Sausage counterclaimed to invalidate the design patent based on obviousness and inequitable conduct. The court found on summary judgment that the design patent was invalid as obvious over the prior art. The parties then reached a settlement of the issues.
- Successfully settled a trade secret case at mediation. Hinshaw represented a jewelry distributor in a lawsuit filed in US District Court for the Southern District of Florida claiming the jewelry distributor had misappropriated trade secrets relating to pricing for airtime to sell its jewelry. The media distributor claimed to own those trade secrets. Following discovery that challenged whether the information was a trade secret and the plaintiff's damage theory, the case settled very favorably at mediation.
- Assisted a client in negotiations with other food and beverage suppliers to create new flavors of sorbet and ice cream for sale by the client.
- Successfully negotiated the dismissal of a trademark infringement and false advertising lawsuit. Hinshaw represented the manufacturer and distributor of wristbands used in the hospitality and entertainment industry to control admission and attendance at venues and events. The wristband distributor sold some of its product on Amazon. An office supply company sued the wristband distributor claiming some of the Amazon ads infringed the office supplier's trademarks and constituted false advertising. The lawsuit was dismissed.
- Negotiated the settlement and dismissal of claims in a copyright infringement case. Hinshaw represented the supplier of educational software in a lawsuit filed in district court in Texas claiming some of the manuals sold by the supplier infringed the plaintiff's copyrights in certain educational manuals. Following the assertion of defenses to the validity of the claimed copyrights and claims of infringement and early discovery, was able to negotiate a settlement and dismissal of the claims.
- Successfully defeated claims at trial and on appeal by neighbors of an express easement over the homeowners' property.
- Settled a case representing the owner of a patent who alleged claims of patent infringement involving RFID computer-controlled infant security system.
- Settled a case representing the owner of a patent who alleged claims of patent infringement involving lime-calcining equipment.
- Settled a case representing the owner of a patent who alleged claims of patent infringement involving tertiary rock-crushing equipment in an arbitration.
- Settled a case representing the owner of a patent who alleged claims of patent infringement involving recycling/baler equipment.

- Obtained a favorable verdict at a jury trial for infringement representing the owner of the trade dress on silo unloaders.
- Obtained a favorable verdict for patent infringement at a jury trial representing the owner of the patent for “Stick-Em” rodent glue traps.
- Defeated claims by the former licensee of trademarks used in an ice cream business and established Great Treats as the owner of all rights to the trademarks.
- Established LLC member rights to company documents of an LLC.
- Successfully defended patent infringement claims involving RFID personal monitoring systems.
- Secured five previously rejected US trademark registrations for an American fashion designer.

Recognition

- *The Best Lawyers in America*®, Litigation – Intellectual Property, 2023 – 2026
- *Milwaukee BizTimes*, [Notable Sages over 65 honoree](#), Class of 2024
- Martindale-Hubbell, AV® Preeminent Peer Review Rating
- Marquette University Law School, *Marquette Law Review*, Student Articles Editor

Credentials

Education

Marquette University Law School, JD, *summa cum laude*, 1983

Marquette University, BA, *summa cum laude*, 1980

Bar Admissions

Wisconsin

Court Admissions

US Supreme Court

US Court of Appeals for the Federal Circuit

US Court of Appeals for the Seventh Circuit

US District Court for the Eastern District of Wisconsin

US District Court for the Western District of Wisconsin

Interests

Did you know...

Had Jane not chosen the law, you would probably know her today as a broadcast journalist. A good one. Surely famous, too.

Community/Civic Activities

- Marquette Volunteer Legal Clinics, Pro bono volunteer assisting underserved residents with legal issues

Thought Leadership

Presentations

Jane lectures on trial practice and procedure, e-discovery, restrictive covenants and trade secrets, the Wisconsin ethics rules, and contract drafting and disputes. She has been a guest lecturer at Marquette University Law School on e-discovery, ethics, trial practice, and procedure. Other presentations include:

- Moderator, “Complex Commercial Contracts: The Legal Principles You Need to Know for Effective Drafting,” State Bar of Wisconsin, Madison, Wisconsin, January 13, 2023
- “Non-Competition and Confidentiality Clauses,” *Drafting Effective Contracts*, a Wisconsin State Bar Association seminar, Madison, Wisconsin, January 14, 2022
- Program Chair and Moderator, “Complex Commercial Contracts: The Legal Principles You Need to Know for Effective Drafting,” State Bar of Wisconsin, Virtual Event, February 24, 2021
- “Protecting Trademark Rights During a Global Pandemic,” State Bar of Wisconsin’s IP Protections Conference, Virtual Event, January 12, 2021
- “Non-Competition Clauses: Employers, Employees, and Other Contractors,” *Drafting More Effective Contracts 2020* a State Bar of Wisconsin seminar, Madison, Wisconsin, January 24, 2020
- “Protecting Your Business Against Theft of Customers and Trade Secrets,” Hinshaw’s Annual Labor & Employment Seminar, Hoffman Estates, Illinois, October 2016
- “Noncompetition Clauses,” Contract Drafting Issues in Wisconsin, Madison, Wisconsin, January 2016
- “Advanced Intellectual Property Law,” Recent Developments in Copyright Law, National Business Institute, Webinar, December 2014
- “Non-Competition and Other Restrictive Clauses in Wisconsin,” Milwaukee Bar Association, Milwaukee, Wisconsin, March 2014
- “Non-Competition Clauses,” State Bar of Wisconsin’s *Contract Drafting Issues in Wisconsin Conference*, Madison, Wisconsin, January 2012

Publications

- Co-Author, “Contract Law in Wisconsin,” *State Bar of Wisconsin*
- Co-Author, Chapter 8 “Challenges in Defending IP in the Age of the Internet,” [*Managing Intellectual Property in Cyberspace: Leading Lawyers on Developing an Effective Internet IP Strategy*](#)
- “Upholding the Sanctity of the Attorney/Client Privilege,” *The Wisconsin Lawyer*
- “Offers of Settlement in Wisconsin Diversity Actions: Opening the Doors to Plaintiffs,” *The Wisconsin Lawyer*

Blog Posts

- Court Dismisses Case Filed Under the Defend Trade Secrets Act, Aug 10, 2016
- New Federal Trade Secrets Protections for Employers, Apr 28, 2016
- Wisconsin Supreme Court: Continued Employment is Lawful Consideration for a Non-Compete, May 5, 2015

Events

- Jane Schlicht and Kyle Fonjemie to Present and Moderate at the State Bar of Wisconsin's "Complex Commercial Contracts: The Legal Principles You Need to Know for Effective Drafting" CLE, Jan 13, 2023
- Jane Schlicht, Michael Weis, and Connie Mayer to Present in "Drafting More Effective Contracts" WISBAR Seminar, Jan 14, 2022
- Hinshaw Attorneys to Present Wisconsin State Bar Seminar on Drafting More Effective Contracts, Jan 24, 2020
- Hinshaw's Jane Schlicht to Moderate Seminar on Drafting Complex Commercial Contracts, Jan 10, 2019
- Hinshaw Attorneys to Present at State Bar of Wisconsin Contract Drafting Seminar, Jan 12, 2018

Hinshaw Alerts

- Congress Provides New Copyright Office Forum To Resolve Small Claims For Copyright Infringement, Mar 22, 2021
- Wisconsin Supreme Court Ruling Underlines Importance of Having an IP Strategy When Selling Assets of a Business, Mar 12, 2021
- The Defend Trade Secrets Act of 2016: What Business Owners Need to Know, May 16, 2016
- Wisconsin Supreme Court Holds That Continued Employment Is Lawful Consideration for a Restrictive Covenant, May 5, 2015

Hinshaw Newsletter

- Employment Practices Newsletter - May 2016 Edition, May 3, 2016

In The News

- Jane Schlicht Quoted in Article on Precedent-Setting Rejection of DTSA Suit, Aug 15, 2016
- Jane Schlicht Discusses the Significance of One of the First Dismissals of a Defend Trade Secrets Act Lawsuit, Aug 10, 2016
- Jane Schlicht Quoted in Article Discussing Lawsuit Filed Under New Defend Trade Secrets Act, May 18, 2016
- Jane Schlicht Quoted in Article on Enactment of Defend Trade Secrets Act, May 12, 2016
- Kourtney Mulcahy and Jane Schlicht Author Chapter in "Managing Intellectual Property Issues in Cyberspace", Jul 10, 2012

Press Releases

- 102 Hinshaw Lawyers Recognized in 2026 Editions of *The Best Lawyers in America*® and *Ones to Watch*™, Aug 21, 2025
- 105 Hinshaw Lawyers Recognized in 2025 Editions of Best Lawyers in America and Ones to Watch, Aug 15, 2024
- Jane Schlicht Selected to BizTimes Milwaukee 2024 Notable Sages, Jan 30, 2024
- 101 Hinshaw Lawyers Recognized in 2024 Editions of Best Lawyers in America and Ones to Watch, Aug 17, 2023
- Eighty-Seven Hinshaw Lawyers Recognized in 2023 Editions of Best Lawyers in America and Ones to Watch, Aug 18, 2022

Webinars

- Hinshaw Attorneys to Speak on Effective Drafting of Complex Commercial Contracts, Feb 24, 2021
- Hinshaw Attorneys to Discuss IP Protections at State Bar of Wisconsin Conference, Jan 12, 2021

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