



Emily T. Kappers

partner

Emily is a proven collaborator who prioritizes understanding clients' businesses, goals, and risk tolerance to provide holistic, tailored, and cost-effective advice to some of the world's largest brands.

Emily's practice focuses on all aspects of U.S. and international brand protection, copyright, advertising, and unfair competition law. Companies trust her to provide strategic, cost efficient, and forward-looking guidance in complex matters involving trademarks, copyrights, advertising, social media, and domain names.

Emily's trademark counseling and prosecution practice includes selection, clearance, acquisition, maintenance, licensing, enforcement, and transfer of intellectual property. She partners with businesses — large and small — to develop, maintain, manage, enforce, optimize, and leverage their global trademark portfolios. Emily places particular emphasis on crafting and executing proactive global trademark filing, prosecution, and enforcement programs. She is also experienced in due diligence and intellectual property audits and provides practical advice on intellectual property licensing and transfers. Emily also provides counseling on copyright registration and enforcement matters.

Emily is a trusted litigator, having second-chaired trademark, false advertising, and copyright litigation matters from inception through trial in federal district courts and before administrative tribunals, including opposition and cancellation actions before the Trademark Trial and Appeal Board. Additionally, Emily is experienced in managing global disputes across multiple jurisdictions. She also collaborates with clients to facilitate online intellectual property protection, including domain disputes under the Uniform Dispute Resolution Policy (UDRP), web-based takedowns, and related marketplace investigations and enforcement. In these and similar matters, Emily leverages her extensive counseling experience to provide creative trademark strategy and targeted insights.

Outside of the office, Emily is an active member of Chicago's legal and civic communities. She serves on the executive board of the Richard Linn American Inn of Court and on the Chicago Women in Intellectual Property (ChiWIP) Board of Directors. A former violinist, Emily serves on the executive board of Ravinia Festival Associates, an organization that

CONTACT

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EDUCATION

DePaul University College of Law,
J.D., *cum laude*, 2015

University of Illinois Urbana-
Champaign, B.A., 2011

SERVICES

Intellectual Property

- Copyrights
- Domain names, social media and online brand identity
- Enforcement, disputes and litigation
- Trademarks and service marks

provides underserved Chicago communities access to music and music education and supports the next generation of classical musicians, and on the Kohl Children's Museum Women's Board.

REPRESENTATIVE MATTERS

- *Reddi Beverage Company, LLC v. Floral Beverages, LLC* (N.D. Ill.) – defeated two motions for preliminary injunction and successfully resolved trademark infringement and related claims with minimal business disruption and the ability to continue using the challenged mark.
- *TravelPass Group LLC, Partner Fusion Inc., et al. v. Marriott International, Inc., et al* (E.D. Tex.) – successfully resolved a long-running litigation, in which TravelPass alleged Marriott violated Section 1 of the Sherman Act and Marriott counterclaimed that TravelPass engaged in trademark infringement and false advertising. After a 5-day jury trial, TravelPass issued a public acknowledgment that Marriott did not participate in any unlawful activity and a formal apology to Marriott for any harm to its reputation.
- *CW Stockwell, Inc. v. Designer Wallcoverings, et al.* (C.D. Cal.) – successfully enforced client's intellectual property rights and negotiated a favorable, forward-looking settlement agreement that resolved client's allegations of counterfeiting, trademark infringement, unfair competition, and false advertising.
- *Certain Oil Vaping Cartridges, Components Thereof, and Products Containing the Same* (International Trade Commission) – summary determination in favor of client on trademark infringement claims involving vaping cartridges.
- *Distribution of Cable Royalty Funds (CRB)* – successfully obtained an increase to client's royalty share of an almost \$1 billion dollar cable royalty fund.
- *Comprehensive Health of Planned Parenthood Great Plains and Planned Parenthood Great Rivers v State of Missouri* (16th Cir. Ct. of Jackson Cty) – obtained a permanent injunction, striking down several state abortion restrictions, and allowing procedural abortion to continue and medication abortion to become available for the first time since 2018.
- *Grupo Bimbo S.A.B. de C.V. v. Drew Hirshfeld and the United States Patent and Trademark Office* (E.D. VA) – achieved federal registration of client's trademark following the Trademark Trial and Appeal Board's refusal to register based on an assertion that the mark was generic.

BAR ADMISSIONS

- Illinois
- U.S. District Court for the Northern District of Illinois

PRESENTATIONS

- "Imitation: Flattery or Infringement? A Legal Briefing for In-House Counsel in the Luxury Industry," Presentation to Luxury Industry Professionals in New York City, Jul. 20, 2026
- "Transactional Drafting," DePaul University College of Law, Sept. 11, 2025
- "Fireside Chat with Former LVMH SVP and General Counsel," Presentation to Luxury Industry Professionals in New York City, Dec. 18, 2024
- "Complaints / Answers," ChiWIP Litigation Bootcamp, Nov. 19, 2024
- "It's All Hearsay! All Style, No Substance," ACC Chicago, Aug. 10, 2023
- "Protecting Your Brand: Advertising Challenges, Trademark Strategies for E-Commerce, and Cyber Blind Spots," Webinar, Nov. 4, 2021
- "Copyright & Fair Use," Rush University Medical Center, Oct. 23, 2018
- "Brand Expansion Considerations," Chicago Bar Association, Oct. 3, 2018

PUBLICATIONS

- “Advertising and Marketing USA Reference Guide,” *Lexology* 2022-2024
- “Three Key Challenges for Companies Entering the Metaverse,” *The Legal Technologist*, September-October 2023
- “Expanding the Runway: Fashion and the Metaverse,” *World Trademark Review*, May 2023

PROFESSIONAL ASSOCIATIONS

- Intellectual Property Law Association of Chicago, Trademark Committee Chair, 2026-present
- The Richard Linn American Inn of Court, Executive Committee, 2021-present
- International Trademark Association, Right of Publicity Committee, 2015-present
- Chicago Women in IP (ChiWIP), Board of Directors, 2015-present

HONORS | AWARDS

- *The Best Lawyers: Ones to Watch in America*,[®] Women in the Law
- *The Best Lawyers: Ones to Watch in America*,[®] Intellectual Property Law; Litigation – Intellectual Property
- Illinois Super Lawyers, Rising Stars Edition
- World Intellectual Property Review, Trademarks (Non-Contentious)
- Managing Intellectual Property, USA IP Stars, Rising Star (United States & Illinois)
- Legal 500, Intellectual Property: Trademarks: Non-Contentious
- CALI Excellence for the Future Award[®] in Torts

COMMUNITY

- Kohl Children’s Museum Women’s Board
- Ravinia Festival Associates Board, Executive Board Member