

**CASE STUDY**

Effective Litigation Support for U.S. Firm in International Trademark Case

Client Profile

U.S.-based law firm representing a UK-based individual defendant

Matter Summary

Plaintiff, an Illinois-based event management company, filed a federal lawsuit asserting:

- Federal Trademark Infringement
- Common Law Trademark Infringement
- Deceptive Trade Practices (Illinois Consumer Fraud Act)

Allegations were based on our client's use of a particular mark, which Plaintiff claimed infringed its own mark.



Our Role: Expert Legal Research & Drafting Services

We were engaged by the U.S. law firm to:

- Analyze the Plaintiff's First Amended Complaint
- Conduct legal research on personal jurisdiction and trademark law under federal and Illinois state law
- Draft a comprehensive Motion to Dismiss under FRCP 12(b)(2) for lack of personal jurisdiction

Key Legal Strategy & Arguments Developed by Our Team

- Lack of Personal Jurisdiction**
 - Defendant SS is a resident of the United Kingdom
 - No deliberate or purposeful contacts with Illinois or the U.S.
 - No physical presence, no interactive website targeting Illinois residents
 - No business communications directed at Illinois

■ USPTO Trademark Application is Not a Jurisdictional Hook

- Defendant's filing for the mark with the USPTO does not establish personal jurisdiction
- Supported by persuasive authority: *Quick Technologies, Inc. v. Sage Group PLC*, 313 F.3d 338 (5th Cir. 2003)

■ Precedent-based Argumentation

- Cited *Burger King Corp. v. Rudzewicz*, *Daimler AG v. Bauman*, and *Walden v. Fiore* to support absence of minimum contacts
- Emphasized due process constraints under the Fifth Amendment and Federal Rule 4(k)(2)

Success Outcome & Client Impact

- ✓ High-quality, persuasive Motion to Dismiss drafted
- ✓ Positioned client to potentially exit litigation early—saving significant legal costs
- ✓ Helped U.S. counsel establish a strong procedural defense in a federal intellectual property dispute
- ✓ Demonstrated our deep domain expertise in U.S. procedural, jurisdictional, and IP law

Why This Matters to Our Clients

- ◆ Cost-Efficient & High-Impact Drafting Support
- ◆ Rapid Turnaround for Complex Federal Litigation Documents
- ◆ Meticulous, Precedent-Backed Legal Research
- ◆ Trusted Extension of U.S. Law Firm Teams

