



Trial lawyer Megan New focuses her practice on virtually all aspects of intellectual property litigation, including trademark and patent infringement, false advertising, and trade secret misappropriation. Megan's dedication to obtaining the best outcome for her clients makes her a sought-after litigator, and she is at her best when working with her clients to identify simple, business-friendly solutions to complex problems.

Megan's litigation experience is extensive, as she has played a significant role in trials around the country and secured hundreds of millions of dollars in damages for her clients. She has also successfully defended against requests for emergency injunctive relief.

Megan is well-versed in handling the many important phases of litigation, from pre-suit investigations through trial. She has successfully argued motions to dismiss, summary judgment motions, various discovery motions, privilege-related motions, and Daubert motions. Her litigation experience spans multiple industries and products, ranging from consumer products to software.

Megan's work has been profiled nationally, including in Law360, Bloomberg, the American Lawyer, and the New York Times.

In addition, Megan has an active trademark prosecution practice, counseling clients on brand protection and securing trademark registrations. She also regularly counsels clients on false advertising law, including matters before the National Advertising Division (NAD) of the BBB National Programs, Inc. and compliance with Federal Trade Commission (FTC) guidance and regulations.

Megan also has an active pro bono practice through which she assists victims of domestic violence, secures IP protection for young or independent artists, and defends criminal clients at the appellate level.

Professional and Community Involvement

Megan New

Partner

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EDUCATION

Gonzaga University School of Law, (J.D.), cum laude, associate editor of Gonzaga Law Review, vice president of Moot Court Honors Council, winner of Linden Cup Intra-school Moot Court Competition, 2009

Santa Clara University, (B.S.), political science, 2002

American University, Washington Semester Program, 2000–2001

BAR ADMISSIONS

Illinois

COURT ADMISSIONS

Northern District of Illinois Trial Bar

Supreme Court of Illinois

U.S. District Court for the Eastern District of Michigan

U.S. District Court for the Eastern District of Wisconsin

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

U.S. District Court for the Central District of Illinois

U.S. Court of Appeals for the Seventh Circuit

LANGUAGES

English

PRACTICES

Advertising and Marketing

Member, Intellectual Property Law Association of Chicago

Member, ChiWIP

Honors

The Legal 500 U.S. — Advertising and Marketing: Litigation, 2017–2018

Intellectual Property
Internet and Technology
Patent Litigation