



## **Presenter Biographies**

### **Adam Brookman**

Practical. That one word describes Adam's approach to addressing issues. In representing clients, he advocates practical business solutions rather than purely legal ones. Adam's diverse practice involves intellectual property litigation and business transactions as well as trademark, patent, and copyright acquisition. In recent years, Adam has become heavily involved in the drafting and negotiating of complex license agreements, joint venture agreements and vendor contracts.

A noted speaker and author, Adam's publications include a major treatise entitled *Trademark Law: Protection, Enforcement and Licensing* which is now in its second edition. He is a former Marquette University adjunct professor, serves as an expert witness on design patent and trademark law and is a frequent speaker on technology, contract and intellectual property issues.

A shareholder and the past President of the firm, Adam is listed in *Who's Who in America* and the *Best Lawyers in America* and was selected to *Superlawyers*.

### **James Reeves**

James Reeves is the Corporate Counsel for Jason Industries, Inc., a global industrial manufacturing company. Prior to joining Jason, Mr. Reeves spent five years with Foley & Lardner LLP in their transactional and securities practice group. Mr. Reeves earned his Juris Doctorate from the University of Wisconsin-Madison and a BBA in accounting from the University of Wisconsin-Whitewater. James was formerly a certified public accountant.