



Troy A. Hilliard Shareholder

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Troy Hilliard is a business lawyer with decades of experience advising clients on supply chain and commercial law issues. As a member of the firm's Corporate Law Practice and co-chair of the Commercial and Competition Law Group, he helps a wide variety of clients understand and negotiate commercial agreements.

Troy works across the manufacturing, service and technology industries. He has developed and negotiated sourcing agreements, manufacturing and supply agreements, distributor and sales representative agreements, many forms of licensing agreements, including software license agreements, and more.

Troy grew up in a family business and earned a Bachelor of Business Administration before becoming a lawyer. This background gives him a well-grounded understanding of, and perspective on, business process, needs and priorities.

Troy has long-standing relationships with clients who value his responsiveness and willingness to tackle complex problems.

Away from the office, Troy enjoys walking his rescue dogs and following the Wisconsin Badgers sports teams.

Education

- J.D., University of Wisconsin Law School (Order of the Coif)
- B.B.A., University of Wisconsin-Madison

Bar Admissions

Wisconsin

Practices

- Corporate Law



- Commercial and Competition Law

Services

- Commercial and Competition Law
- Software, Technology and Licensing

Honors & Affiliations

Honors

- *Best Lawyers in America* – Corporate Law

Affiliations

- State Bar of Wisconsin
- Milwaukee Bar Association

Presentations

- Troy A. Hilliard & Laura A. Brenner, [FTC Enforces Consumers' Right to Repair Products](#), *Milwaukee Business Journal* (September 1, 2022)
- Troy A. Hilliard & Laura A. Brenner, [FTC Gets Serious About Consumers' Right to Repair Their Products](#), *WisLawNow* (July 15, 2022)
- Laura A. Brenner & Troy A. Hilliard, [The Rise of the Right to Repair: Preparing for New Laws and More Enforcement](#), *WisLawNow* (Aug. 11, 2021)