



## **Daniel E. Kattman** Shareholder

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Daniel E. Kattman has developed a unique legal practice that reflects the convergence of brand, media and technology in the digital age. He is passionate about helping clients develop, protect and grow their trademark portfolios and overall brand. He works with companies of all sizes, including startups as well as companies with sizable trademark portfolios, on domestic and international legal issues related to the following areas of law:

- Brand Management/Advertising Law/Trademark Prosecution and Enforcement.
- Trademark litigation and appeals before the Trademark Trial & Appeal Board (TTAB) and the Federal Circuit.
- Advertising Law including Brand Licensing, Celebrity Endorsement Agreements, Celebrity and Athlete Sponsorship Agreements, Sweepstakes, Contests, False Advertising Claims.
- Entertainment/Media - motion picture financing, production and distribution; music licensing and the music industry in general; book publishing; independent media production and distribution.
- Representation of celebrities, athletes, musicians and social media influencers.
- Software and Technology Development and Licensing.
- Internet and E-commerce, Domain Name Disputes, Online Privacy and Social Media.
- Copyright Law and Copyright Enforcement Matters.

Dan is a member of Reinhart's Artificial Intelligence (AI) Team and can advise clients on intellectual property and privacy issues related to the use of AI technology. Dan advises marketing and advertising agencies on legal issues related to generative, predictive and analytical AI technologies.

As recognition for Dan's achievements in these areas of law, he received a "Forty under 40" award from *Milwaukee Business Journal*, recognizing 40 Milwaukee-area individuals under the age of 40 who are making a



difference within their professions and communities; and he was also named as a “Super Lawyers - Rising Star” in the fields of Intellectual Property, First Amendment/Media/Advertising, Entertainment & Sports.

### **Trademark Prosecution and Enforcement/Brand Management**

Dan manages a sizable docket of thousands of U.S. and foreign trademarks throughout the world. His role as a trademark attorney is to assist clients with selecting and clearing trademarks, obtaining trademark protection through federal and foreign trademark registration, and enforcing or defending trademark rights, including litigation before the TTAB. Dan routinely negotiates trademark dispute settlements and focuses on obtaining practical business-oriented results.

### **Advertising Law**

Dan represents both corporate marketing departments and advertising agencies on a wide range of advertising and marketing-related matters. He adds special value to his clients as a result of unique experience and background relevant to his legal expertise. Before attending law school, he worked in the marketing department at the world headquarters of a Fortune 500 company where he worked directly with the company's advertising agency and international sales force to develop sales and marketing materials.

Dan often operates as “general counsel” for advertising agencies and in-house marketing departments and has represented major consumer products/brands, food manufacturers and distributors. He works with clients to substantiate claims contained in print, television and internet advertising materials; and to comply with federal and state product labeling regulations. He also works with clients to develop and administer sweepstakes, contests and related promotions; negotiate celebrity product endorsements and sponsorships, and frequently handles false advertising claims brought against or on behalf of his clients.

### **Entertainment/Media Law**

Dan is a seasoned entertainment attorney with expertise in the motion picture, television, music and book publishing industries. He works with filmmakers to secure financing for independent films and documentaries, and secure name talent and domestic and foreign distribution. He has represented New York Times best-selling authors and internationally recognized celebrity chefs and actors. Dan also represents world-class art museums, independent film distributors, international sales agents, video game developers, record labels, music publishers and artists.

For nearly 20 years, he has been actively involved as a producer on feature films, television programs and documentaries. He co-founded a successful feature film production and digital visual effects production company based in the Midwest. This unique experience enables Dan to understand the goals and challenges of his entertainment clients and gives him a thorough understanding of both the legal and business aspects of this complex industry.

### **Software and Technology Development and Licensing**



Dan has a strong background in the software development and licensing industry and represents both software developers, software distributors and companies seeking to purchase or license software. He assists clients with drafting and negotiating software development and license agreements, including agreements for cloud-based software platforms, SaaS agreements, enterprise license agreements and software sales and distribution agreements. Dan has worked with numerous software startups as well as companies that are looking to purchase licenses to software solutions.

### **Internet and E-commerce, Online Privacy and Online Marketing**

In many respects, the internet is still a wild and unruly place. Dan works with clients to ensure that their presence on the Internet supports their business without interruption or liability. This work often involves negotiating agreements with website developers, search engine optimization (SEO) companies, resolving domain name disputes through the World Intellectual Property Organization (WIPO), assisting clients with website terms and conditions, website privacy policies and implementing social media practices and policies.

Dan has extensive experience enforcing trademarks and copyrights against unauthorized online sales, fraud, defamation and other cyberlaw issues, including combating online scams using fake email accounts and social media accounts.

### **Copyright Law**

Copyright law is often intertwined in the above areas of law, and Dan has substantial experience with U.S. copyright law, including copyright enforcement and litigation. He works with clients to clear copyright chain of title for motion pictures, music publishers and book publishers; and assess fair use defenses for documentary filmmakers.

## **Education**

- J.D., Marquette University Law School
- B.A., Marquette University

## **Bar Admissions**

Wisconsin

## **Court Admissions**

- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court, Western District of Wisconsin

## Practices

- Intellectual Property

## Services

- Patent, Trademark and Copyright Licensing
- Trademark Portfolio Management and Prosecution
- Advertising, Media and Entertainment
- Commercial and Competition Law
- Food and Beverage
- Software, Technology and Licensing
- Trade Secret and Nondisclosure Counseling
- Artificial Intelligence
- Data Privacy and Cybersecurity

## Matters

- Working with a client's in-house marketing executives and advertising agencies to develop aggressive and competitive marketing and advertising programs; work included review of advertising materials and substantiation of claims made in comparative advertising
- Working with directors and producers to obtain financing, talent commitments and distribution of feature length films
- Working with producers and casting directors to negotiate talent agreements with talent agencies for feature films and television programs
- Working with independent record labels to secure rights to musical compositions and to obtain favorable marketing and distribution of musical compositions
- Working with various concert promoters for U.S. concert tours
- Assisting a New York Times best-selling author and agent to secure a multi-book publishing agreement involving a seven-figure advance

## Honors & Affiliations

### Honors

- Selected for inclusion in *BizTimes* Notable Intellectual Property Attorneys 2024
- Who's Who Legal: Trademarks 2015



- "Forty under 40" award from Milwaukee's *The Business Journal*, recognizing 40 Milwaukee-area individuals under the age of 40 who are making a difference within their professions and communities
- Selected for inclusion in *Wisconsin Super Lawyers* - Rising Star Edition

#### Affiliations

- State Bar of Wisconsin
- Milwaukee Bar Association
- Milwaukee Film Festival (involved since inception and serves as an advisor to the annual event)

## Presentations

- CLE Presentation for the National Sports Law Institute of Marquette University Law School: *First Amendment, Defamation, Fair Use and Privacy Challenges for the Documentary Filmmaker and Media Content Creator* (June 25, 2021)