



Gottlieb John Marmet

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Gottlieb John Marmet is a Shareholder in the firm's Litigation and Risk Management Practice Group. John is a registered patent attorney and focuses his practice on intellectual property law including trademark litigation; patent prosecution and litigation; opinions pertaining to patentability, infringement and validity; and, advising clients on freedom to operate issues. John also has significant experience in product liability, toxic tort litigation and risk management, utilizing his bachelor's and master's degrees in engineering. John has litigation experience throughout the United States, including at the appellate level.

In addition to civil litigation experience, John is a former assistant district attorney, and has tried both bench and jury trials. He is also a published author in the area of human factors engineering. He has presented at the State Bar Leadership Conference and is active in the State Bar of Wisconsin and the University of Wisconsin Alumni Association. John is a member of the Board of Directors of the Wildlife In Need Center.

John is a member of the American Bar Association (Intellectual Property Law Section), the American Intellectual Property Law Association (AIPLA), the Wisconsin Intellectual Property Association, the Defense Research Institute (DRI), the State Bar of Wisconsin, the Milwaukee Bar Association, and Wisconsin Defense Counsel.

Relevant Experience and Publications

- Research Assistant, Laboratory for Human-Computer Interaction, Dept of Industrial Engineering, University of Wisconsin-Madison
- Administrator, Human-Computer Interaction International 2001 Conference
- Rogers, M., Caldwell, B., MARMET, G.J., Brennan, P.F. (1999). Usability design considerations in providing computer support for health informatics. In Proceedings of the Human Factors and Ergonomics Society 43rd Annual Meeting, 855 - 858. Houston, TX: Human Factors Society.
- Jacko, J.A., Barreto, A.B., MARMET, G.J., Chu, J.Y.M, Bautsch, B.S., Scott, J.D., and Rosa, R.B. (2000). Low vision: The role of visual acuity in the efficiency of cursor movement. The Fourth International ACM SIGCAPH Conference on Assistive Technologies.
- Jacko, J.A., Barreto, A.B., Scott, J.D., Chu, J.Y.M, Bautsch, B.S., MARMET, G.J., and Rosa, R.B. (2000). Using eye tracking to investigate graphical elements for normally sighted and low vision users. Poster Session. ACM Eye Tracking Research & Applications Symposium 2000.

Practice Areas:

- Patents
- Litigation and Risk Management
- Information Technology, Data Privacy and Security
- Toxic Tort
- Trademarks

Education:

- University of Wisconsin, J.D., 2004
- University of Wisconsin-Madison, M.S., 2000
- University of Wisconsin-Madison, B.S., 1999

Bar Admissions:

- Wisconsin
- Michigan
- U.S. District Court, Eastern and Western Districts of Wisconsin, Northern District of Illinois
- Licensed to practice before the United States Patent and Trademark Office