



# Maxwell J. Goss

## OF COUNSEL

Maxwell Goss is a litigation and trial lawyer representing clients in intellectual property and business cases throughout Michigan and around the country. Max brings his own brand of forceful advocacy and creative solutions to the cases he handles.

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## Overview

Maxwell Goss is a litigation and trial lawyer representing clients in intellectual property and business cases throughout Michigan and around the country. Max brings his own brand of forceful advocacy and creative solutions to the cases he handles.

Experienced in a broad range of matters, Max focuses his IP litigation practice on trade secret, trademark, patent, and copyright matters, as well as licensing and technology disputes. Max also maintains an active business litigation practice with an emphasis on non-compete disputes and shareholder litigation. Max also provides strategic advice to businesses and individuals on IP, internet law, and business law matters.

Max works with businesses of all sizes and with professionals in all fields. He has represented clients in industries including medical device, healthcare, manufacturing, automotive, software, human resources, e-commerce, entertainment, hospitality, food and beverage, construction, financial services, and logistics, to name a few.

Max started his career at the elite law firm Akin Gump Strauss Hauer & Feld, LLP, where he was trained by one of Texas's premier business trial lawyers. Max also practiced with a patent litigation boutique in Texas and with a large Midwest commercial law firm. Prior to joining Fishman Stewart, he managed his own successful law firm.

Max was born in Detroit and grew up in the resort town of Charlevoix, Michigan. Before law school, Max earned a Ph.D. in philosophy and had the pleasure of teaching logic, ethics, metaphysics, and the history of philosophy at several universities.

## Practice Areas

- Patents
- Trademarks
- Copyrights
- Trade Secrets
- Litigation and Dispute Resolution
- IP Consulting, Transactional and eCommerce Services

## Education

- Notre Dame Law School J.D., with honors,
- Executive Articles Editor, Notre Dame Law Review
- Western Michigan University, B.A., Presidential Scholar

## Memberships

### Professional Associations/Memberships

- Civil Procedure and Courts Committee of the State Bar of Michigan (Member)
- Oakland County Bar Association Inns of Court (Member)
- Oakland County Bar Foundation (Fellow)
- Society for Law and Culture (Director)
- Texas Exes-Michigan Chapter (President)
- Notre Dame Club of Detroit (Lawyers Committee)

### Admitted

- U.S. District Court – Eastern District of Michigan
- U.S. District Court – Western District of Michigan
- U.S. District Court – Northern District of Ohio
- U.S. District Court – Northern District of Illinois
- U.S. District Court – District of Colorado
- U.S. District Court – Eastern District of Texas
- U.S. District Court – Western District of Texas
- U.S. District Court – Northern District of Texas
- U.S. District Court – Southern District of Texas
- U.S. Court of Appeals – Sixth Circuit
- State Bar of Michigan
- State Bar of Texas

## Achievements

### Professional Honors & Recognitions

- Best Lawyers Ones to Watch, 2021
- Super Lawyers, 2020 – present
- Super Lawyers Rising Stars, 2018-2019

### Articles, Speaking Engagements, and Webinars

- "Choice of Law in Noncompetition Law and Litigation," Michigan Bar Journal (2016)
- "Litigating Software and Internet Patents After Alice: Lessons from Recent Cases," SideBAR, Federal Bar Association (2015)
- Multiple guest posts on the Defend Trade Secrets Act on Patently-O (2016-2017)

## Representative Matters

**Best Value Auto Parts Distributors, Inc. v. Quality Collision Parts, Inc. et al.** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Trade Secret

**Sucess LLC v. AutoX Technologies, Inc.** | Court: United States District Court for the District of Delaware | Nature of Suit: Patent

**JVIS-USA, LLC v. NXP Semiconductors USA, Inc., et al.** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Contract

**North American Specialty Insurance Company v. Titan Retail Development Industries, LLC, et al.** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Contract

**Sahi Cosmetics L.L.C v. Rea.Deeming Beauty, Inc. D/B/A Beautyblender** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Trademark

**Pepperman et al. v. Power Home Solar LLC et al.** | Court: Oakland County Circuit Court | Nature of Suit: Contract

**Ziebart International Corporation v. Z Technologies Corporation** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Trademark

**Xoran Holdings LLC et al. v. Luick et al.** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Trade Secret

**ABG Prime Group v. Innovative Salon Products** | Court: United States District Court for the Eastern District of Michigan | Nature of Suit: Trademark

**ADP LLC v. Capote** | Court: United States District Court for the Western District of Texas | Nature of Suit: Trade Secret

**Wyers Products Group v. Cequent Performance Products, Inc.** | Court: United States District Court for the District of Colorado | Nature of Suit: Patent

**Ancestry Operations, Inc. v. DNA Diagnostic Center, Inc.** | Court: United States District Court for the Southern District of Ohio | Nature of Suit: Trademark