

Max Goodman

Chicago, IL

312.894.3282 | mgoodman@amundsendavislaw.com



PARTNER

Overview

With a strong litigation background, attorney Max Goodman defends individuals and business clients against internet defamation claims, doxing, social media harassment, and false light matters while protecting reputations and advocating for free speech. Understanding the evolving legal challenges surrounding reputation management, Max works tirelessly to unmask anonymous online bad actors, overcome jurisdictional challenges inherent in social media defamation matters, and hold those hiding behind their devices accountable. He also effectively assists his clients with the swift removal of damaging content which violates the terms of use on websites and social media platforms including Reddit, X (formerly Twitter), Meta (Facebook) and LinkedIn.

Taking a strategic, client-focused approach, Max ensures legal strategies align with his clients' broader business and personal goals, weighing factors like stress, reputational impact, and long-term objectives. His approach uses cease and desist letters to deter future defamation and harassment, the removal of damaging content from the internet, and litigation, only when absolutely necessary, to seek injunctions and monetary damages. His creative approach to problem-solving sets him apart in navigating the challenges of both traditional and online defamation matters. Additionally, Max consults with family law attorneys, helping them to provide their clients effective defense against defamation, unwanted online content, and false claims that can often occur in contentious divorce and family law matters.

Max also chairs our health, wellness, and fitness practice group. He partners with fitness business owners to deliver informed advice and counsel concerning business and legal needs. With a deep understanding of risk management and contract law, Max drafts and enforces strong liability waivers to protect his clients.

SERVICES

Business Litigation
Entertainment, Sports & Media
Hospitality, Leisure & Tourism
Litigation & Trial Review Panel
Reputation & Crisis Management
Wellness & Nutrition

EDUCATION

University of Wisconsin Law School, J.D., 2013
University of Michigan, B.A., 2009

ADMISSIONS

Illinois

Experience

Successfully Represented College Student Facing Anonymous Social Media Defamation

Successfully Represented a Property Seller Against Claims Including Breach of Contract, Fraud, and Alleged Violation of the Residential Real Property Disclosure Act

Drafted Unique Liability Waivers Tailored to Particular Business Risks Nationwide

Obtained Not Guilty Verdict for Fortune 500 Company in Breach of Contract Case

Obtained a Not Guilty Verdict Defending Against Fraud, Defamation, and Alleged Breaches of Non-Compete Agreements

Won Decisive Summary Judgment Motion For Sellers of High-End Real Estate in Case Involving Alleged Violations of the Illinois Real Property Disclosure Act, the Consumer Fraud Act, and Breach of Contract

Represented a Woman After Her Ex-Boyfriend Publicly Shared Explicit Images of Her

\$7.6 Million Dollar Verdict for a Chicago Executive after an Ex-Girlfriend Shared Explicit Images on Social Media

Successfully Defended a Physician Against Defamation Claims and False Allegations of Sexual Misconduct

Successfully Defended a Homeowner Against Defamation Claims Brought by a Candidate for Condominium Board President

Won Summary Judgment Motion for Commercial Landlord Against Defamation Claims by a Former Tenant

Successfully Defended Companies Against Alleged Violations of the Consumer Fraud and Deceptive Business Practices Act

Seven-Figure Defamation Settlement for Social Media Influencer

High-Value Settlement in Online Impersonation and Defamation Case

Successful Defamation and Emotional Distress Settlement in Divorce Case

Six-Figure Judgment with Full Recovery in 60 Days

Protecting a Client's Reputation Amid a High-Conflict Custody Dispute

Successfully Defended Prominent Physician Falsely Accused of Sexual Misconduct

Successfully Represented a CEO in Social Media Defamation Matter

Max
Goodman

Successfully Defended a Conference Speaker Against Claims of False Claims of Misconduct

Membership & Involvement

- Member: Illinois State Bar

Honors

- Selected to the Illinois Super Lawyers "Rising Stars" list: 2020, 2021, 2022, 2023, 2024, 2025

Firm News

Congratulations to Amundsen Davis Attorneys Included on 2025 Illinois Super Lawyers and Rising Stars Lists
Firm News, January 21, 2025

Amundsen Davis Attorneys Included in the 2024 Illinois Super Lawyers and Rising Stars List
Firm News, January 25, 2024

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising Stars List
Firm News, *Amundsen Davis*, January 23, 2023

29 Amundsen Davis Attorneys Included on 2022 Illinois Super Lawyers and Rising Stars Lists
January 28, 2022

26 Amundsen Davis Attorneys Included on 2021 Illinois Super Lawyers and Rising Stars Lists
January 29, 2021

23 Amundsen Davis Attorneys Included on 2020 Illinois Super Lawyers and Rising Stars Lists
January 29, 2020

Amundsen Davis Promotes Five Attorneys to Partner
February 26, 2019

In the Media

Max Goodman Interviewed by *Blue Ocean Global Technology*

Max Goodman and Ryan Jacobson Recognized for Representation and Victory in Online Defamation Case

Max
Goodman

Max Goodman Included in *ClubSolutions*' "107 Ideas: The Ultimate Guide to Your Gym Business"

Max Goodman Quoted by *ClubSolutions* on "The Virtual Realm of Risk Management"

Max Goodman Interviewed About Gym Waivers by *WaiverSign*

Waivers: Covering Potential Risk -- Max Goodman Talks Reviewing Waivers in *ClubSolutions Magazine*

Risk Management-Safety First: Get Specific or Get Sued! -- Max Goodman's Safety Tip Featured by *Club Solutions Magazine*

Mitigating and Assessing Risk in Your Studio -- Max Goodman's Featured by *Boutique Fitness Solutions*

Alerts

Why Family Law Attorneys Should Consult With a Defamation Attorney

Democratizing the Defense to Doxing: New Attorney Fee Awards for Victims Alters Paradigm

Character Assassination: Responding to Defamation in the Gaming World

What to Do if You Are Defamed on Social Media

Defamation or Permitted Political Speech: Illinois Courts Weigh in on Negative Campaign Ads

Illinois Law Empowers Victims Violated by the Sharing of Explicit Images

Responding to Negative Online Posts about Your Business

Liability Waivers: A Gym Owner's Shield Against Lawsuits

Top 3 Initial Legal Issues New Boutique Fitness Studio Owners Face

Fake Reservations, Real Damages: Chicago Restaurants Left Holding the Bill After OpenTable Employee Sabotages Its Competitor

In Commercial Litigation, Home-Field Advantage Can Help You Win

Speaking Engagements

Defamation, Disinformation, and Digital Speech: Legal Approaches to Protecting and Promoting Reputation

Speaking Engagement, MyLawCLE; Webcast, April 17, 2025

Max
Goodman

Marketing to the Future Traveler: Consumer Trends for 2023 and Beyond
Speaking Engagement, April 4, 2023

Are Your Electronic Signatures and Digital Process Enough?
Event, WaiverSign; Webcast, November 29, 2022

Lawsuit-Proofing Your Business
Speaking Engagement, The Hatchery Chicago; Webcast, July 28, 2022

How a Properly Worded Waiver & the Right Insurance Can Protect Your Business
Speaking Engagement, WaiverSign, Webcast, June 2, 2022

Top 5 Virtual Fitness Legal Risks: Expanding your Gym's Digital Offerings Without
Inviting Lawsuits
Club Solutions Magazine: Webcast, May 18, 2021

Running Your Business During a Pandemic
ASweatLife, Webcast, June 9, 2020

#TrainersConnect Business-Focused Workshop
ASweatLife Workshop; Chicago, IL, January 25, 2020

#TrainersConnect Workshop
aSweatLife, Workshop; Chicago, IL, January 25, 2019

Necessary Disclosures and Potential Liability for Sellers of Residential Real Estate
in Illinois
Seminar, June 9, 2015

Published Works

Controlled Catastrophe: Profit Through Risk Planning
Club Solutions Magazine, April 6, 2021

The Litigation Process: Lawsuit-Proofing Your Fitness Business
Club Solutions Magazine, March 1, 2021

Float Like A Butterfly, Sting Like A \$30 Million Lawsuit: Muhammad Ali Enterprises
Throws a Haymaker at Fox with a Right of Publicity Claim
*American Bar Association Forum Newsletter on the Entertainment and Sports
Industries*, Fall 2018

Structuring Advertising Policies for Public Transit Agencies: Retain Control,
Maximize Revenue, Avoid Litigation
2016

Max
Goodman