

# Max Goodman

Chicago, IL

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## 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.

### Experience

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

Successfully Represented College Student Facing Anonymous Social Media Defamation

### SERVICES

Reputation & Crisis Management

### EDUCATION

University of Wisconsin Law School, J.D., 2013

University of Michigan, B.A., 2009

### ADMISSIONS

Illinois

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

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

High-Value Settlement in Online Impersonation and Defamation Case

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 Represented a CEO in Social Media Defamation Matter

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

Seven-Figure Defamation Settlement for Social Media Influencer

Successful Defamation and Emotional Distress Settlement in Divorce Case

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

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

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

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

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

Successfully Defended Prominent Physician Falsely Accused of Sexual Misconduct

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

Six-Figure Judgment with Full Recovery in 60 Days

### Membership & Involvement

- Member: Illinois State Bar Association

## Honors

- Selected to the Illinois Super Lawyers "Rising Stars" list: 2020, 2021, 2022, 2023, 2024, 2025, 2026

## Firm News

Congratulations to Amundsen Davis's 2026 Illinois Super Lawyers and Rising Stars!

Firm News, January 21, 2026

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

25 Amundsen Davis Attorneys Included on 2022 Illinois Super Lawyers and Rising Stars Lists

Firm News, January 28, 2022

22 Amundsen Davis Attorneys Included on 2021 Illinois Super Lawyers and Rising Stars Lists

Firm News, January 29, 2021

19 Amundsen Davis Attorneys Included on 2020 Illinois Super Lawyers and Rising Stars Lists

Firm News, January 29, 2020

Amundsen Davis Promotes Four 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 Included in *ClubSolutions'* "107 Ideas: The Ultimate Guide to Your Gym Business"

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Goodman

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

False Child Abuse Allegations and Defamation in Illinois: Can You Sue for a False DCFS Report?

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

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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

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