

# Michael J. Bendel

Appleton, WI

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PARTNER

## Overview

Mike loves seeing the fruits of innovation. His contribution to frontline science and product development is figuring out how to best protect inventions with intellectual property.

Clients appreciate Mike's transparency and dependability. Their worries become his worries. His clients work in various industries including, medical devices, consumer products, food and beverage, household gadgets and sports equipment. Mike engages all kinds of entrepreneurs to really understand their innovations and then meaningfully protect their differentiated products and solutions through a comprehensive IP protection plan. That plan includes determining the significance of a client's intellectual property and protecting that property with documents that will grow with a client's success.

A key tenet of Mike's practice is his commitment to client service. In more than 20 years of practicing law, Mike has served individuals and companies of various sizes as outside counsel, and served as in-house counsel for a Fortune 200 company. He's learned that the volume, variety and depth of a client's legal matters may vary, but each client deals with the same issues regardless of their size. His experience as in-house counsel enables him to better understand his clients' experiences and tailor services to fit their needs.

Mike's grandfather taught him that if you find your passion, you never have to work a day in your life. As someone who truly loves what he does, he thinks of that philosophy often and remembers his grandfather fondly when he goes to work.

## Experience

Serves as Patent and Acting In-House Counsel for a National Distributor of CO2 Consumer Carbonation Cylinders

## SERVICES

Intellectual Property

Manufacturing & Food Processing

## EDUCATION

John Marshall Law School, J.D.

St. Norbert College, B.A.

## ADMISSIONS

Illinois

U.S. Patent & Trademark Office

Wisconsin

Serves as Intellectual Property Counsel for a National and International Leading Manufacturer and Distributor of Medical Equipment

Serves as Intellectual Property Counsel for a Leading Manufacturer and Distributor of Renewal, Fiber-Based Consumer and Industrial Packaging Solutions

Serves as Acting In-House Intellectual Property Counsel for a Leading Supplier and Distributor of Automotive Parts and Accessories

Counseled an Industry Leader in Negotiations and Execution of a Trademark Licensing Agreement

Successfully Represented a Wisconsin Manufacturer Accused of Patent Infringement and had the Claims Dismissed

Serves as Patent Counsel for a National and International Leading Manufacturer of Mattress Making Equipment

Serves as Outside General Counsel to a National and International Leading Manufacturer and Distributor of Medical Equipment

Managed a Multi-Million-Dollar Patent Budget to Deliver Single-Year Million Dollar Plus in Cost Savings for the Client

Raised the Level of Competence in the Global Intellectual Property Organization of a Fortune 200 Consumer Products Company

Regularly Built and Improved Standard Work Processes Including Invention Disclosures, Opposition Reporting and PCT Application Prosecution

Co-led Strategic and Tactical Support for Two Multi-Patent, Five-Year Infringement Litigations

Championed Multiple Patent Infringement Investigations Leading to Settlements and License Agreements With No or Little Litigation

Defended District Court's Invalidation of Patent Claims Before the Federal Circuit

#### Membership & Involvement

- Chair, Member Programs Committee: National Associate of Patent Practitioners (NAPP)
- Chair: Junior Achievement: Wisconsin, Winnebago Region
- Co-Chair and Board Member: The Farmory
- Board Member: Junior Achievement: Wisconsin
- Member: National Associate of Patent Practitioners (NAPP); Green Bay Innovation Group; Wisconsin Technology Council

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## Alerts

Key Takeaways From 'Navigating IP Rights in the AI Boom'

Social Media, Intellectual Property and Protecting Your A\$\$ets!

Sharing Isn't Always Caring! Beware of Posting Copyrighted Material on Social Media

Intellectual Property: Understand It to Protect What You Own, Drive Value to Your Business and Positively Impact Your Bottom Line

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## Speaking Engagements

Corporate Risk Management Series: Managing IP Risk Through the Employment Lifecycle

Event, Amundsen Davis, Webcast, February 4, 2026

AI Meets IP: What Every Business Needs to Know

Speaking Engagement, Fox Valley Technical College, Continuing Legal Education Conference; Appleton, WI, November 14, 2025

AI & the Law: Intellectual Property Ownership and Hiring Considerations

Speaking Engagement, Fox Cities Chamber, 2025 AI Business Summit; Appleton, WI, November 5, 2025

Navigating IP Rights in the AI Boom

Event, Amundsen Davis, Webcast, May 7, 2025

Protecting Innovation: Best Practices for Managing Patents and Trade Secrets

Event, Amundsen Davis, Webcast, February 6, 2025

Amundsen Davis's Leadership & Management 2024 Certification Training Series

Event, Webcast, September - November 2024

Avoiding Employee Threats to Intellectual Property

Speaking Engagement, Wisconsin State Bar Association, Seminar; Green Bay, WI, June 21, 2024

PFAs in Food Packaging

Event, Amundsen Davis and Green Bay Innovation Group, Seminar; Butte des Morts Country Club, Appleton, WI, March 20, 2024

Overview of Intellectual Property, Its Value and Protecting Your Assets – Virtually!

Speaking Engagement, Green Bay Urban Hub, November 15, 2022

Social Media, Intellectual Property and Protecting Your A\$\$ets!  
Speaking Engagement, Nicolet National Bank, Seminar; Appleton, WI, November  
14, 2022

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### Published Works

2022 Chambers Global Practice Guide on Trade Marks USA: Trends and  
Developments  
Publication, *Chambers Global Practice Guide*, March 1, 2022

### Blog Posts

Best Practices to Protect Your Intellectual Property When an Employee Leaves  
the Company  
*Labor & Employment Law Update*, August 29, 2023