

About the Authors

Shane Delsman is the practice group leader of the Intellectual Property practice group and a shareholder in the Litigation practice group of Godfrey & Kahn, S.C., with experience in litigating and prosecuting patents, trademarks, copyrights, and trade secrets. He also regularly supports clients with ecommerce platform matters, including brand protection and counterfeits and product-listing removals, and he has experience with Amazon Patent Evaluation Express. Mr. Delsman is a leader in a number of highly respected intellectual property organizations, including the American Bar Association, the Eastern District of Wisconsin Bar Association, and the International Trademark Association, and he also is a past president of the Wisconsin Intellectual Property Law Association. Mr. Delsman earned his J.D. and B.S. in civil engineering from the University of Wisconsin.

Alex Phillips is a partner at Strauss Borrelli PLLC, a class-action firm pursuing claims on behalf of plaintiffs nationwide. Mr. Phillips specializes in privacy actions, including data-breach, right-of-publicity, data-tracking, and Telephone Consumer Protection Act (TCPA) claims. This practice has led him to contribute to a growing body of law that recognizes a person's right to data privacy and to pursue remedies for violations of that right.

Kirk Samson is the general counsel for Novaspect, Inc., and has more than 25 years of contract-negotiation and management experience. He previously worked at Northwestern University, the U.S. Departments of Defense and State, and a global consulting company delivering business process improvement and AI/technology transformation solutions for contract management. Mr. Samson holds a J.D. from the University of Wisconsin Law School and an MBA with honors from Thunderbird School of Global Management. He serves as a director at the International Trade Association of Chicago and as a vice chair of the International Law Committee of the Chicago Bar Association, and he has been named a Fellow at World Commerce and Contracting.

Zach Willenbrink is a shareholder in the Litigation practice group and the Data Privacy, Cybersecurity & Technology practice group at Godfrey & Kahn, S.C. Mr. Willenbrink leads the firm's Data Disputes practice and is a member of the firm's recruiting and ethics committees. Mr. Willenbrink helps clients navigate cybersecurity breaches and technology-related disputes, including consumer class actions, complex business torts,

and other high-stakes litigation. Mr. Willenbrink has earned privacy and cybersecurity certifications from the International Association of Privacy Professionals, (ISC)2, CompTIA, and UCLA. He is also a member of the Sedona Conference's Drafting Group on Ransomware Payments. Before joining Godfrey & Kahn, Mr. Willenbrink was a law clerk for Judge J.P. Stadtmueller of the U.S. District Court for the Eastern District of Wisconsin.