HUSCH BLACKWELL

Avery Hitchcock

SENIOR ASSOCIATE

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OVERVIEW

Avery is a tested trial attorney who works in intellectual property litigation and transactions.

Avery Hitchcock splits his time between intellectual property transactional and litigation matters. On the litigation side, Avery works with clients from the pre-litigation stages all the way through trial and appeals. Avery has been the lead associate at multiple patent infringement trials in the International Trade Commission and handled a variety of intellectual property matters in federal and state court and before the Trademark Trial & Appeal Board (TTAB). Avery brings his prior experience in sales together with a rigorous hard science background to help judges and juries understand the complex technologies at issue.

On the transactional side, Avery helps clients to protect their intellectual property while maintaining their ability to use their intellectual property rights creatively in complex deals. Avery primarily helps clients navigate complex software transactions and intellectual property licensing deals. With his litigation experience, Avery provides clients with crucial insights not only in closing deals, but also in protecting themselves if circumstances unfold differently than expected.

Outside the court room, Avery sits on both the recruiting committee and the welcoming committee for the Milwaukee office, where he assists in the hiring and retention of new associates when they join the firm.

Industries

Manufacturing
Technology
Transportation

Services

Intellectual Property
Intellectual Property Litigation
Section 337

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Recognition

- BTI Consulting Group, Client Service All-Star
  - Intellectual Property, 2026
  - Intellectual Property Litigation, 2026

Education

- J.D., Chicago-Kent College of Law
  - *cum laude*
  - Certificate in Intellectual Property Law
  - CALI Award in Copyright Law
  - CALI Award in First Amendment Law
  - CALI Award in Corporations and the Constitution
  - Outstanding Performance Award in Intellectual Property Strategies
- B.A., Northwestern University
  - Biological Sciences—Concentration in Neurobiology
  - Certificate of Integrated Marketing Communications

Admissions

- Wisconsin

2025 Pro Bono Contributor

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