

**Anthony J. Denis**

Attorney
Chicago, IL
adenis@bannervitcoff.com
Main: 312.463.5000
Fax: 312.463.5001

Anthony helps clients register and enforce their IP rights to achieve their business goals. He has helped prominent brand owners assert their rights against counterfeit and knockoff products. He has also helped businesses defend against infringement and related claims. He has been recognized with numerous awards for his work.

Anthony's practice focuses on patent, trademark, trade dress, and copyright litigation and enforcement. His litigation experience includes high-profile cases, and he routinely works on cases with significant damages at stake. Anthony has experience in all stages of litigation, including pre-suit due diligence, claim construction, fact and expert discovery, and summary judgment.

Anthony also has experience with non-litigation enforcement. He has helped clients implement efficient enforcement procedures, including through takedowns on Amazon, Alibaba, and other online marketplaces and creative monitoring of infringing activity. He has also helped clients initiate and respond to cease-and-desist demands.

Anthony also has experience with alternative dispute resolution, including securing a significant award, which included an award of attorneys' fees, in an arbitration before the American Arbitration Association. He also has experience with helping clients reach resolution through mediation.

Anthony has experience with matters at the U.S. Patent and Trademark Office as well. He has extensive experience leading opposition and cancellation proceedings before the Trademark Trial and Appeal Board. He has also helped clients obtain and maintain intellectual property rights, including through patent and trademark prosecution.

Anthony's exemplary matters and clients served include the following:

- *Monster Energy Co. v. Vernick & Coulter Ventures, LLC d/b/a Rogue Fitness*, Cancellation No. 92072010 (TTAB) (complete victory on behalf of Rogue Fitness and Mr. Vernick against all claims brought by Monster Energy, first by successfully moving to strike the likelihood of confusion claim and then by successfully defending the abandonment claim at trial)
- *Smith v. Coulter Ventures, LLC d/b/a Rogue Fitness*, No. 2:24-cv-00499 (S.D. Ohio) (dismissal of all claims brought against client Rogue Fitness that accused its weightlifting products of patent infringement)
- *Coulter Ventures, LLC d/b/a Rogue Fitness v. Rogue Apparel Group, Inc.*, No. 01-19-0000-0675 (Am. Arb. Assoc.) (enforcement of trademark co-existence and indemnity agreement, resulting in an award in favor of client Rogue Fitness, including an award of attorneys' fees); *Rogue Apparel Group, Inc. v. Coulter Ventures, LLC d/b/a Rogue Fitness*, No. 20STCP00026 (Cal. Super. Ct.) (post-arbitration enforcement, resulting in confirmation of the award and entry of a significant monetary judgment in favor of client Rogue Fitness)
- *Coulter Ventures, LLC d/b/a Rogue Fitness v. Titan Manufacturing & Distributing, Inc.*, No. 2:18-cv-01816 (S.D. Ohio) (enforcement of client Rogue Fitness' trademark and trade dress rights)
- *Coulter Ventures, LLC d/b/a Rogue Fitness v. Rebel Athletic Inc.*, Opposition No. 91292992 (TTAB) (exemplary enforcement of client Rogue Fitness' trademarks)
- *YETI Coolers, LLC v. Xiangsong*, No. 1:24-cv-00263 (W.D. Tex.); *YETI Coolers, LLC v. Shenzhen Weinan Network Tech. Co., Ltd. et al.*, 1:24-cv-00661 (W.D. Tex.) (enforcement of client YETI's trade dress right against knock off 20 oz. and 30 oz. tumbler products offered by foreign sellers on Amazon)
- *YETI Coolers, LLC v. Trek Media Group, LLC*, No. 1:19-cv-00197 (W.D. Tex.) (enforcement of client YETI's rights against counterfeit drinkware products)

- YETI Coolers, LLC v. ALDI Inc. , No. 1:19-cv-00893 (W.D. Tex.); YETI Coolers, LLC v. Olympia Tools Int'l, Inc. d/b/a Coho Outdoors, No. 1:19-cv-00912 (W.D. Tex.) (enforcement of client YETI's trademark and trade dress rights against knock-off cooler products)
- YETI Coolers, LLC v. MacSports, Inc. & Tofasco of America, Inc. , No. 2:24-cv-06783 (C.D. Cal.) (enforcement of client YETI's patent rights against camp chair products)
- YETI Coolers, LLC v. Consumer Recreation Servs., LLC et al. , No. 1:19-cv-00703 (W.D. Tex.); YETI Coolers, LLC v. Yetiflage, LLC, No. 4:19-cv-00996 (W.D. Mo.) (enforcement of client YETI's trademarks)
- Mexichem Amanco Holding, S.A. de C.V. v. The Chemours Company , No. 4:20-cv-01960 (S.D. Tex.) (enforcement of client Mexichem's patent rights against refrigerant manufacturing process performed at multi-hundred-million-dollar plant)
- Z1 Motorsports, LLC v. Peters et al. , No. 3:24-cv-00120 (N.D. Ga.) (defense of copyright infringement claims brought against client Z1 Motorsports)
- Buc-ee's, Ltd. v. 2 Wiseman Enterprises, LLC , No. 3:24-cv-05088 (W.D. Mo.); Buc-ee's, Ltd. v. Home Away From Home Dog Training, LLC et al., No. 6:25-cv-03060 (W.D. Mo.) (enforcement of client Buc-ee's trademarks)
- NJ Products, INC. v. Weiman Products, LLC , No. 1:20-cv-02209 (N.D. Ill.) (defense of trademark and related claims brought against client Weiman)

Anthony's experience since joining Banner Witcoff spans a wide range of technologies, including sporting and fitness products, consumer goods, cleaning products, medical products, automotive parts, refrigerants, and bio-based laminates. Anthony also draws on his experience prior to joining Banner Witcoff, including his time spent working in the intellectual property department of Rolls-Royce and at Chemical Abstracts Service.

Anthony has a Bachelor of Science in Chemistry from The Ohio State University. During law school at Indiana University Maurer School of Law, he served as a managing editor of the Indiana Law Journal.

Anthony is admitted to practice before the Supreme Court of Illinois, the U.S. District Court for the Northern District of Illinois, and the U.S. District Court for the Western District of Texas. He is also registered to practice before the U.S. Patent and Trademark Office.

Education

Ohio State University
2015, B.S., Chemistry

Indiana University Maurer School of Law
2018, J.D.

Admissions

Bar Admissions

2018, Illinois

Court Admissions

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Western District of Texas

U.S. Patent and Trademark Office

Practices

Counseling, Opinions + Licensing

Design Patents

Litigation

Patent Prosecution

Trade Dress

Trademarks

Accolades

- Named to "Illinois Super Lawyers," Thomson-Reuters, 2024

Affiliations/Memberships

Member, Intellectual Property Law Association of Chicago

Recent News + Events + Related Publications

[Featured, Non-news/events/press, general content etc. - 02.05.26](#)

2026 Illinois Super Lawyers and Rising Stars Features 14 Banner Witcoff Attorneys

[NEWS - 01.26.26](#)

Banner Witcoff Elects Five New Shareholders in Chicago and D.C. Offices

[NEWS - 01.19.24](#)

2024 Illinois Super Lawyers and Rising Stars Features 15 Banner Witcoff Attorneys