BANNER WITCOFF

Louis DiSanto

Attorney
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Louis DiSanto serves as counsel to category-leading companies and globally recognized brand owners on the development, deployment, and enforcement of intellectual property portfolios that drive business objectives and competitive advantage. He guides integrated intellectual property strategies that shape competitive landscapes and support long-term market leadership.

Louis directs cross-functional teams in architecting and executing comprehensive intellectual property portfolios spanning patents, trademarks, trade dress, copyrights, and trade secrets. He provides strategic direction on portfolio development, risk positioning, and critical decision points, ensuring alignment with product pipelines, market expansion, and enterprise value creation. His approach centers on constructing layered, complementary rights that reinforce one another to create meaningful competitive advantage, while maintaining disciplined cost efficiency.

In contentious matters, Louis serves as lead counsel in complex intellectual property disputes across U.S. district courts, arbitration forums, and administrative proceedings, including before the Patent Trial and Appeal Board and Trademark Trial and Appeal Board. He has secured successful affirmances before the U.S. Court of Appeals for the Federal Circuit and delivers business-critical outcomes in high-stakes disputes through early-stage strategic positioning, targeted enforcement initiatives, and commercially driven resolution strategies.

Louis regularly advises on navigating complex competitive intellectual property landscapes in connection with product launches, brand expansion, and market entry strategies, with a focus on

identifying and neutralizing risk while preserving strategic flexibility. He is known for integrating proactive risk mitigation with decisive enforcement capabilities, enabling clients to avoid disputes where possible and to act from positions of strength when disputes arise.

In addition to his practice, Louis maintains a longstanding commitment to pro bono service. Since 2005, he has represented low-income families through the Lawyers' Committee for Better Housing, defending against wrongful evictions and navigating housing court proceedings. He is a past recipient of the organization's Volunteer Attorney of the Year Award and currently serves on its board of director.

Education

Michigan State University
1999, B.S., Chemical Engineering

University of Illinois College of Law
2005, J.D., *Cum Laude*

Admissions

Bar Admissions

2005, Illinois

Court Admissions

Supreme Court of Illinois
U.S. Court of Appeals for the Federal Circuit
U.S. District Court for the Northern District of Illinois

Practices

Counseling, Opinions + Licensing

Litigation

PTAB Litigation

Patent Prosecution

Accolades

- Named to LawDragon 500 Leading Global IP Lawyers, 2026
- Leading trademark practitioner, World Trademark Review 1000, 2026
- Named an "Illinois Super Lawyer," Super Lawyers, Thomson Reuters, 2026
- Selected as an Illinois Leading Lawyer, 2026
- Recognized in Legal 500's Chicago Elite, 2026

Recent News + Events + Related Publications

PRESS - 07.21.26

Banner Witcoff Highlighted in Legal 500’s U.S. Elite Rankings

NEWS - 06.24.26

Nine Banner Witcoff Attorneys Named in Lawdragon 500 Leading Global IP Lawyers

NEWS - 05.27.26

2026 Super Lawyers and Rising Stars Features 20 Banner Witcoff Attorneys

EVENT - 04.14.26

FICPI Focus 45 Webinar: IP in Sports

PRESS - 01.28.26

WTR 1000 Names Banner Witcoff and Four Attorneys Among World’s Leading Trademark Professionals

NEWS - 05.28.25

Eight Banner Witcoff Attorneys Named in Lawdragon 500 Leading Global IP Lawyers

NEWS - 01.30.25

2025 WTR 1000: The World’s Leading Trademark Professionals Ranks Banner Witcoff and Four Attorneys

NEWS - 02.09.24

World Trademark Review Ranks Banner Witcoff and Four Attorneys in 2024 WTR 1000: The World's Leading Trademark Professionals

NEWS - 01.19.24

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