



## George Ashenmacher

Associate

GAshenmacher@RobinsKaplan.com

612.349.8500

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Minneapolis | 800 LaSalle Avenue | Suite 2800 | Minneapolis, MN 55402

### Practice Areas

- Intellectual Property and Technology Litigation
- Privacy and Cybersecurity Litigation
- Trade Secret
- Trademark, Advertising, and Brand Litigation

### Education

- University of Minnesota Law School, J.D. (2015)
- University of Minnesota, M.A. in Mass Communication (2015)
- Saint John's University, B.A. (2011)

### Bar Admissions

- Minnesota
- U.S. District Court, District of Minnesota

### Experience

George Ashenmacher is an attorney in the firm's Intellectual Property and Technology Litigation Group. George draws upon his communication background to cut through complexity and champion his client's cause clearly and effectively. With commitment, focus, and reliability, George works to find the most effective litigation solution as quickly as possible. George's most recent litigation experience includes a complex, multi-million dollar patent litigation jury trial.

George sharpened his litigation skills at the University of Minnesota, obtaining both a law degree and an M.A. in Mass Communication simultaneously. During his time there, George assisted veterans in finding legal solutions through the Minnesota Assistance Council for Veterans, externed for a state judge, and honed his advocacy ability as a member of the Intellectual Property Moot Court team.

### Recognition\*\*

- Named a "North Star Lawyer" by the Minnesota State Bar Association for providing at least 50 hours of pro bono legal services (2016)
- Awarded "Best Brief" in Legal Writing section, *University of Minnesota Law School* (2013)
- Selected for Honors in Legal Writing, *University of Minnesota Law School* (2013)

\*\*Being named to the list or receiving the award is not intended and should not be viewed as comparative to other lawyers or to create an expectation about results that might be achieved in a future matter.



### Community Service

- United Way of Greater Duluth, Americorp Member (2011-2012)

### Resources

#### Articles

- Minneapolis Sick and Safe Time Ordinance: What You Need to Know  
*Robins Kaplan LLP (August 14, 2018)*

- Indignity: Redefining the Harm Caused by Data Breaches  
*Wake Forest Law Review, Vol. 51, No. 1 (Spring 2016)*
- Serious Issues Posed by Emotion Analytics in the Courtroom  
*Attorney at Law Magazine (March 2016)*