



Joan Eads, JD

Director

262-522-7926

jeads@berogroup.com

Joan is a Director at The BERO Group, a firm providing litigation and valuation services. Joan provides consulting services pertaining to valuation and economic damages issues with an emphasis on intellectual property matters.

Prior to joining the firm, Joan was a partner with Foley & Lardner, where she served as Vice-Chair of the Intellectual Property Litigation Group. Since retiring, Joan has served as an adjunct professor at the University - Wisconsin Law School.

Joan has represented clients throughout the country in intellectual property matters, including utility and design patents, trademark, trade secret, copyright, and trade dress litigations for more than 25 years. Joan has worked with a wide variety of corporations and privately held businesses on matters involving diverse products, features and processes. Joan has conducted seminars and authored articles focusing primarily on patent damages.

Joan received her JD from the University of Wisconsin, with honors. While in law school, she was elected to the Order of the Coif and served as Administrative Editor of the Wisconsin Law Review.

Joan has been active in several professional organizations, including:

- American Bar Association
- American Intellectual Property Law Association
- Intellectual Property Owners Association
- Licensing Executive Society