



Heidi R. Thole

Shareholder

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Heidi Thole is an [intellectual property](#) shareholder who leverages her passion for learning and research to find real-world solutions for clients. She works in branding and trademark issues such as analyzing risk around selecting, registering and using marks, negotiating solutions with competitors and litigating when necessary to protect her clients' interests. Heidi is also a member of Reinhart's Artificial Intelligence (AI) Team and can advise clients on the technical and regulatory requirements, challenges and opportunities of AI technology.

She advises across a variety of industries and geographies, from startups to global businesses in finance, banking, food and beverage production, machines/mechanical parts and more. Heidi strikes an effective balance between assertive and thoughtful, always working to understand her clients' business goals and formulating a holistic approach for success.

She has fully briefed a case before the Federal Circuit Court and appeared in dozens of administrative proceedings before the Trademark Trial and Appeals Board.

Away from the office, Heidi enjoys running, yoga and reading. She also enjoys cooking, and has recently tackled indoor hydroponic gardening to grow fruits and vegetables to use when trying new dishes.

Education

- J.D., University of Wisconsin Law School
- B.S., University of Wisconsin-Madison

Bar Admissions

Wisconsin

Court Admissions

- U.S. Court of Appeals, Federal Circuit



- U.S. District Court, Eastern District of Wisconsin

Practices

- Intellectual Property

Services

- Trademark Portfolio Management and Prosecution
- Patent, Trademark and Copyright Licensing
- Patent and Intellectual Property Litigation
- Advertising, Media and Entertainment
- Financial Institutions
- Commercial and Competition Law
- Artificial Intelligence

Matters

- Spearheaded domain name infringement campaign for global manufacturer; represented client in UDRP proceedings, resulting in arbitration orders to transfer domain names to client.
- Performed screenings, analyzed search reports, and drafted opinions for diverse clients, from startups to Fortune 500 companies, assessing trademark availability for use and/or registration.
- Prepared and filed responses that overcame wide variety of USPTO Office Actions, including likelihood of confusion, merely descriptive, primarily surname and insufficient evidence of distinctiveness refusals.
- Prevented registration of infringing third-party marks by analyzing publication reports, drafting cease and desist letters and coordinating foreign opposition proceedings with local counsel.
- Prepared and filed Trademark Trial and Appeal Board notices of opposition.

Honors & Affiliations

Honors

- "Ones to Watch" by *Best Lawyers in America* (2024, 2023, 2022, 2021)
- Milwaukee Young Lawyer's Association
- Pro Bono Honors Society
- Wisconsin Ideas Scholar

Affiliations



- State Bar of Wisconsin (Chair, Intellectual Property and Technology Section)
- International Trademark Association
- Wisconsin Entertainment Law Association (Board Member)
- Eastern District of Wisconsin Bar Association Mentor Program
- Reinhart Bridges Advisory Program Mentor
- Association for Women Lawyers

Presentations

- CLE Presentation for ReinhartU CLE Presentation: *Trademark Basics* (February 16, 2022)
- 2021 Association of Corporate Counsel-Wisconsin Annual Conference: *What In-House Counsel Need to Know About Obtaining Intellectual Property Protection Abroad* (November 4, 2021)
- 2021 National Sports Law Institute's Annual Summer CLE Seminar: *First Amendment, Defamation, Fair Use and Privacy Challenges for the Documentary Filmmaker and Media Content Creator* (June 25, 2021)
- IP for Creatives: An Entertainment Law Primer for Your Practice (June 22, 2021, WELA [Wisconsin Entertainment Law Association])
- CLE Presentation for the National Sports Law Institute of Marquette University Law School: *First Amendment, Defamation, Fair Use and Privacy Challenges for the Documentary Filmmaker and Media Content Creator* (June 25, 2021)
- CLE Presentation for Reinhart U: *Marketing and Advertising Law* (February 16, 2021)
- CLE Presentation to Milwaukee Bar Association: *Booking.com B.V. v. United States Patent & Trademark Office: The Latest Supreme Court Trademark Case and Practical Implications for Practitioners* (November 2020)

Publications

- *Wisconsin Lawyer*, "[Wisconsin Legal Trends 2024](#)" (February 2024)