



Heidi Thole Named Chair of State Bar of Wisconsin's Intellectual Property and Technology Section

Milwaukee – [Reinhart Boerner Van Deuren s.c.](#) (Reinhart) is pleased to announce that attorney [Heidi R. Thole](#) has been named chair of the State Bar of Wisconsin's Intellectual Property and Technology Section. She will serve as chair until July 2024.

The Section's main event is the annual Door County IP Academy, held in August, which invites IP practitioners from around the state to learn about emerging issues, earn CLEs and network. The Section also provides networking opportunities for law students at Marquette Law School and the University of Wisconsin Law School.

Thole is an intellectual property lawyer who leverages her passion for learning and research to find real-world solutions for clients. She works in branding and trademark issues, analyzing risk around the selection, registration and use of marks, negotiating solutions with competitors and litigating when necessary to protect her clients' interests. Thole advises clients across a variety of industries and geographies, including startups, global businesses in finance, banking, food and beverage production, machines/mechanical parts and more.

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