



Heidi Thole Reports on Intellectual Property Trends in Wisconsin Lawyer

Heidi Thole was featured in *Wisconsin Lawyer*, delivering an update on the state of intellectual property (IP) in the article "[Wisconsin Legal Trends for 2024](#)." She reported that the year is ripe with potential big headlines related to IP, specifically in cases related to copyright damages, trademark registration involving criticism of public figures and challenging design patent decisions. Heidi also discussed the ongoing issues around IP rights for AI-generated inventions and works.

Heidi is an attorney in Reinhart's Intellectual Property Practice who works on branding and trademark issues. She analyzes risk around selecting, registering and using marks, negotiates solutions with competitors and litigates when necessary to protect her clients' interests. Heidi 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.

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