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Reinhart Launches New Intellectual Property Law Podcast – "RIPL Effect"

MILWAUKEE – Reinhart Boerner Van Deuren s.c. (Reinhart) is proud to celebrate the launch of a new intellectual property (IP)-centric podcast, "RIPL Effect," hosted by Shareholder Heidi Thole. RIPL Effect, which stands for Reinhart Intellectual Property Law, is a podcast series that offers bite-sized, insightful commentary and updates on IP law, with a particular focus on trademarks.

In each episode, Thole explores various aspects of trademark law, from registration and enforcement to infringement and licensing. Anyone from business owners to entrepreneurs to simply one who is curious about IP, this podcast offers business-critical legal know-how and actionable information businesses can use to protect their brands and ensure their continued success.

In the inaugural episode, Thole serves up industry insights, legal considerations, business-critical knowledge and actionable information that craft brewers, distillers or anyone else interested in trademarks can use to protect their own work and brands, including product naming, trademark issues and protection and more.

"Intellectual property is a cornerstone of most businesses. This podcast is designed to equip business owners to safeguard their innovations and brand equity by providing clear, actionable insights into IP law," said Thole. "By understanding their rights, entrepreneurs and business owners can better protect their intellectual property and drive their businesses forward."

Thole continued, "The name 'RIPL Effect' reflects the expansive, ripple-like impact that IP law can have on a business. Even small changes in IP legislation can have far-reaching consequences for businesses and other ventures."

Thole, an experienced attorney in the firm's Intellectual Property Practice, focuses on analyzing 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.

To mark the first podcast episode and series launch, Reinhart hosted a special live

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recording event on July 24 at Broken Bat Brewing that gathered local craft brewing and distilling industry leaders and professionals.

The first episode is available to stream on Apple Podcasts, Spotify and YouTube.

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