



# Reinhart Launches New "RIPL Effect" Podcast Series with Industry Gathering and Live Recording

MILWAUKEE – Reinhart Boerner Van Deuren s.c. (Reinhart) hosted a launch event for its new podcast, "RIPL Effect," on Wednesday, July 24, at Broken Bat Brewing. The event brought together local craft brewers, distillers and industry professionals for an evening of insightful discussions and exclusive beer tastings. Guests enjoyed a selection of craft beers, including cans of Reinhart's own custom-brewed beer, Reinhart IP-Ale, created specifically for the event.

The centerpiece of the evening was a live recording of the first episode of our new podcast series, RIPL Effect, which focused on the intersection of intellectual property (IP) law and the distilling and brewing industry. Led by IP attorney Heidi Thole, the podcast series host, the session tackled critical issues such as product naming, trademark issues and protection, and legal considerations for brand owners and businesses in these sectors.

The RIPL (Reinhart Intellectual Property Law) Effect podcast series will serve as a valuable resource for businesses of all sizes, offering bite-sized episodes that explore various aspects and developments of IP law. Future episodes will feature guest experts to discuss trending topics and legal updates relevant to different industries. Host Thole noted that the podcast will provide listeners with industry insights, business-critical legal know-how and actionable information they can use to protect their brands and ensure their continued success.

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