



Lori L. Wiese-Parks

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MINNEAPOLIS

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PRACTICE AREAS

Entrepreneurial Services
Intellectual Property
Trademarks
Mergers & Acquisitions
Corporate & Business
International Law
Licensing, Technology Transfer &
Commercialization
Intellectual Property Litigation
Advertising Law
Intellectual Property &
Technology

INDUSTRIES

Agribusiness & Food
Advertising & Promotions
Technology

COURT MEMBERSHIPS

Lori Wiese-Parks' practice focuses on the business and transactional aspects of intellectual property use and protection in all facets of business from organization to bankruptcy, acquisition, merger and termination; and everything in between including independent and collaboration arrangements for the design, development, creation, production, advertising, distribution, and other use or licensing of technology, products, and services.

Within the intellectual property arena, Lori focuses on the identification, protection, and management of intellectual property assets on a global basis, including all aspects of trademark usage, clearance, prosecution, protection, enforcement, portfolio management and branding strategy, development and licensing arrangements, and strategic alliances, as well as the protection and enforcement of copyrighted assets, including the preparation and review of work-for hire, authorship, licensing, publishing and development agreements for software, artistic and other creative works. Representing an extensive variety of businesses offering consumer-oriented products and services, Lori advises on all aspects of advertising, including agency agreements, copy compliance, contests and sweepstakes, celebrity and spokesperson agreements, testimonials, rights of privacy and publicity, music licensing, media buys, and product labeling and claims. Lori's broad background and experience makes her uniquely suited to provide general counsel services to several businesses, addressing for them the many issues that arise in their day-to-day operations.

Lori represents clients of all types and sizes including a number of nonprofit organizations in such diverse industries as software

- Minnesota

EDUCATION

Creighton University School of Law, J.D., *cum laude*, 1981

Morningside College, *magna cum laude*, 1978, undergraduate degree

development and distribution, medical services and devices, healthcare, agribusiness, food and beverage, publishing, insurance, clothing/textiles, crafts and gifts, hospitality, entertainment, gaming, education, communication, transportation, education, research, and museum services.

Lori is a frequent lecturer with student and business groups on intellectual property and business issues, and regularly offers in-house training programs to clients on a variety of subjects.

Events

- Advanced Trademark Law Annual Review 2016
March 22, 2016
- “Trademark Infringement in Social Media: Notice & Take-Down Procedures and Other Tools for Removing Infringing User-Generated Content,” Advanced Trademark Law Annual Review 2014, Practising Law Institute
April 30, 2014
- Insurance Coverage for Emerging Intellectual Property Claims
November 17, 2011
- “Insurance Coverage for Emerging Intellectual Property Claims,” GPM and Aon Risk Solutions
November 17, 2011
- “Conducting Business in the Age of Social Media,” copresenter, MnACCA
November 1, 2010
- “Doing Business in Israel,” Minnesota Trade Office, American-Israel Chamber of Commerce of Minnesota, Minneapolis, Minnesota
September 24, 2008
- “A How-To Manual on Effective Board Membership,” 100 Women in Hedge Funds, Edina, Minnesota
September 18, 2008
- “Copyright & Trademark Information,” Marketing Conference, Minnesota Telecom Alliance, Detroit Lakes, Minnesota
September 11, 2008
- “A Business Approach to Social Media,” ACC America
September 19, 2007

Client Alerts And Blog Posts

- "Trademark Infringement and Misuse in Social Media," Computer & Internet Lawyer
September 26, 2014

News Releases

- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors
February 18, 2021
- Firm and Five Attorneys Earn World Leading Trademark Honors
February 17, 2020
- Firm and Five Attorneys Named World Leading Trademark Professionals
February 6, 2019
- Five Gray Plant Mooty Attorneys Named World Leading Trademark Professionals
February 7, 2018
- Gray Plant Mooty Ranked Among Top 25 Twin Cities IP Law Firms
July 24, 2015
- Lori Wiese-Parks Named in Minnesota Business' 2014 The (Real) Power 50
February 19, 2014

Professional Affiliations

- Minnesota State Bar Association
- Ramsey County Bar Association

Community Involvement

- David B. Jones Foundation, President and Board Member
- University of St. Thomas - American Museum of Asmat Art, Advisory Board Member

Honors

- "Leading Trademark Lawyer," World Trademark Review, 2018-2021
- The (Real) Power 50, *Minnesota Business*
- "Super Lawyer," *Minnesota Law & Politics*, 2001-2007
- Minnesota's Top 40 Intellectual Property Super Lawyers, 2003-2004