



## Lori L. Wiese-Parks

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### MINNEAPOLIS

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### Assistant

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### PRACTICE AREAS

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

### INDUSTRIES

Agribusiness & Food  
Technology

### COURT MEMBERSHIPS

- Minnesota

### EDUCATION

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

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 22, 2024
- Lathrop GPM and Nine Intellectual Property Attorneys Earn World Leading Trademark Honors  
February 14, 2023
- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors  
March 16, 2022
- 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

- *World Trademark Review*, "Leading Trademark Lawyer," 2018-2024
- *Minnesota Business*, The (Real) Power 50
- *Minnesota Law & Politics*, "Super Lawyer," 2001-2007
  - Minnesota's Top 40 Intellectual Property Super Lawyers, 2003-2004