



Lori L. Wiese-Parks

Senior Counsel

Minneapolis

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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 development and distribution, medical services and devices, healthcare, agribusiness, food and beverage, publishing, insurance, clothing/textiles, crafts and gifts, hospitality, entertainment,

Areas of Focus

Services

[Corporate & Business](#)

[Intellectual Property](#)

[Mergers & Acquisitions](#)

[Copyrights](#)

[Licensing & Commercial Transactions](#)

[Trademarks](#)

[Emerging Companies &](#)

[Entrepreneurs](#)

[Intellectual Property](#)

[Litigation](#)

Sectors

[Agribusiness & Food](#)

[Technology](#)

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.

Credentials

Education

- Creighton University School of Law, J.D., 1981, cum laude
- Morningside College, undergraduate degree, 1978, magna cum laude

Bar Admissions

- Minnesota

Recognition

- *World Trademark Review*, "Leading Trademark Lawyer," 2018-2025
- *Minnesota Business*, The (Real) Power 50
- *Minnesota Law & Politics*, "Super Lawyer," 2001-2007
 - Minnesota's Top 40 Intellectual Property Super Lawyers, 2003-2004

Professional Activities

- 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