

Alexis M. Hedtke

Appleton, WI

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ASSOCIATE

Overview

Ali helps individuals and businesses protect their ideas, identities, and assets and enjoys being part of her client's advisor team to help absolve uncertainty, find security, and capitalize on success.

As a member of the firm's Corporate Service Group, she advises well-established and start-up companies on general corporate matters including business and entity formation, leasing, manufacturing and supply agreements, general contracting, corporate governance, and regulatory compliance.

Ali also protects confidential information and intellectual property for businesses and individuals, with a specific focus on trademarks, licensing, data privacy, e-commerce, and web-based marketing and contracting as a member of the firm's Intellectual Property Service Group. Ali has experience drafting, reviewing, and negotiating technology or software based agreements, and helps clients secure a variety of federal trademark registrations.

Experience

Serves as Patent Counsel for a National and International Leading Manufacturer of Mattress Making Equipment

Serves as Patent and Acting In-House Counsel for a National Distributor of CO2 Consumer Carbonation Cylinders

Serves as Intellectual Property Counsel for a National and International Leading Manufacturer and Distributor of Medical Equipment

Served as Outside Counsel for a Market Leader of Direct Thermal Paper and Film Products in North America

SERVICES

Commercial Contracts
Corporate & Securities
Corporate Governance
Intellectual Property

EDUCATION

Marquette University Law School, J.D.

University of Wisconsin – La Crosse, B.S., *cum laude*

ADMISSIONS

Wisconsin

Serves as Acting In-House Counsel for an Industry Leading Global Supplier and Distributor of Automotive Parts and Accessories

Serves as Intellectual Property Counsel for a Leading Manufacturer and Distributor of Renewal, Fiber-Based Consumer and Industrial Packaging Solutions

Serves as Acting In-House Intellectual Property Counsel for a Leading Supplier and Distributor of Automotive Parts and Accessories

Counseled an Industry Leader in Negotiations and Execution of a Trademark Licensing Agreement

Alerts

How Businesses Can Enforce Trademark Registrations

Importance of Trademark Protection for Small Business Owners

Social Media, Intellectual Property and Protecting Your A\$\$ets!

Intellectual Property: Understand It to Protect What You Own, Drive Value to Your Business and Positively Impact Your Bottom Line

NDAs – Significant Business Tool or Simply More Paperwork?

Speaking Engagements

Commercial Leases: What Lenders Need to Know
Speaking Engagement, Appleton, WI, March 28, 2023

Social Media, Intellectual Property and Protecting Your A\$\$ets!
Speaking Engagement, Nicolet National Bank, Seminar; Appleton, WI, November 14, 2022

Published Works

Ways Businesses Can Enforce Trademark Registrations
Publication, *The Business News*, May 5, 2025

2022 Chambers Global Practice Guide on Trade Marks USA: Trends and Developments
Publication, *Chambers Global Practice Guide*, March 1, 2022

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