

# Joseph S. Heino

Milwaukee, WI

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## PARTNER

### Overview

As chair of Amundsen Davis's Intellectual Property (IP) Service Group, Joe leads a team of attorneys and staff dedicated to delivering exceptional IP legal services.

For Joe, it is a privilege and honor to represent his client's interests. He has spent the last several decades assisting clients with patent, trademark, copyright and trade secret law, as well as licensing and franchising.

Joe represents a wide range of clients in the local, regional and national manufacturing and service sectors. Many of his clients include inventors, innovators, entrepreneurs, health care providers, business owners, software developers and manufacturers. He helps those clients build fences around their intellectual property, allowing them to maintain technological and market advantages over their competitors. Joe assists clients with conducting on-site intellectual property audits and training seminars to raise client awareness as to the existence of intellectual property assets and to develop intellectual property strategies to protect those assets.

Joe helps clients prevent IP infringement claims by providing analysis and written opinion of counsel to minimize exposure against potentially adverse intellectual property infringement claims. He also has experience assisting clients in preparing non-infringement analyses and written opinions where the clients have been accused of intellectual property infringement. He advises on strategies to assert and/or defend intellectual property infringement claims.

His background and experience involves assisting clients with intellectual property matters relating to electrical, mechanical and electromechanical technologies. He specifically assists clients with matters relating to scientific and medical devices, electrical and electronic devices, metal ionization methods and devices, energy conservation techniques, automated machining, computer software and computer peripherals, as well as innovative business methods, trademarks and service marks.

### SERVICES

Franchising

Intellectual Property

Manufacturing & Food Processing

Medical Devices

### EDUCATION

Marquette University Law School, J.D.

Marquette University, B.S.E.E., *magna cum laude*

### ADMISSIONS

U.S. Patent & Trademark Office

Wisconsin

Prior to law school, he studied electrical engineering. He is familiar with the black and white concepts that often dominate his clients' fields, and he has decades of experience helping his clients navigate strategies that involve many shades of gray.

Beyond practice law, Joe is also the author of a fiction novel "Seamless", a Midwestern ghost story that explores the unsettling possibility of interdimensional contact.

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### Experience

Secured Trademark and Service Mark Protection for New Plasma Treatment Technology

Negotiated a Favorable Settlement of a Trade Dress Infringement Claim

Service Mark Infringement Claim Challenge Defeated

Negotiated a Service Mark Assignment with License-Back Arrangement

Negotiated a Comprehensive White Label Agreement for a Client in the Hospitality Industry

Drafted Class Descriptions in Preparation for Federal Trademark Registration

Assisted in Preparing a Response to an Office Action Rejecting Trademark Registration for Likelihood of Confusion

Successfully Represented a Cheese and Butter Manufacturer Facing Trademark Infringement

Reversed Examiner Claim Rejections Based on Obviousness With Appeal to Patent Trial and Appeal Board

### Membership & Involvement

- Member: American Bar Association (ABA), Forum on Franchising; American Intellectual Property Lawyers Association (AIPLA); Wisconsin Intellectual Property Lawyers Association (WIPLA); Institute of Electrical and Electronics Engineers (IEEE); IEEE Engineering in Medicine and Biology Society; IEEE Magnetism Society

### Honors

- Selected to *Wisconsin Law Journal's* Powerlist – IP Attorneys: 2025
- Selected to *BizTimes* Notable Intellectual Property Attorneys list: 2024
- Selected to *The Best Lawyers in America*® in Trademark Law: 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2024, 2025, 2026

- Listed in Chambers USA as a leader in Intellectual Property Law: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023
- SBA Award Recipient - Legal Assistance: 2012

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### Firm News

Joseph Heino Included on *Wisconsin Law Journal's* 2025 Powerlist – IP Attorneys  
Firm News, *Wisconsin Law Journal*, September 16, 2025

130 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2026 in America  
Firm News, August 21, 2025

93 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2025 in America  
Firm News, August 15, 2024

Joe Heino Selected to *BizTimes* Notable Intellectual Property Attorneys Class of 2024  
Firm News, *BizTimes Milwaukee Business News*, February 26, 2024

77 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America  
Firm News, August 17, 2023

Amundsen Davis's Intellectual Property Team and Attorney Joseph Heino  
Recognized by Chambers USA for 2023  
Firm News, June 1, 2023

### In the Media

Joseph Heino Interviewed for *EDM Today* Article on PERA 2025

### Alerts

I Paid for That Software to Be Developed, So Why Don't I Own It?

Expect More Audit Requests From the United States Patent and Trademark Office

Is the Patent Eligibility Restoration Act a Good Thing? Probably Not.

Guidelines to Using Generative AI as a Branding Tool for Your Business

New Bill Proposes Disclosure Requirements for Use of Copyrighted Materials In  
Generative AI Development

Is Further Erosion of Intellectual Property on the Horizon? A Proposed Expansion  
of the Exemption Rule under the Digital Millennium Copyright Act Suggests There  
Is

USPTO Moves to Electronic Trademark Registration Certificates

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

The Court of Appeals for the Federal Circuit Clarifies that Trademark Protection Is Available for “Graduated” and “Undefined” Color Schemes

The United States Patent and Trademark Office Finally Weighs in on the CARES Act Allowing Waiver of Patent-Related and Trademark-Related Timing Deadlines

Property Owners: Before You White-Wash Graffiti, You Might Want to Reconsider

A Unanimous Supreme Court Decides — If Your Copyright Registration Application is Still Pending, You Cannot Sue for Infringement

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Secret Sales Still “On Sale” For Patent Purposes

Supreme Court Decides That the First Amendment Trumps the Denial of Protection for “Disparaging” Trademarks

Supreme Court Limits Venues in Patent Suits

Due Diligence Steps for Prospective Franchise Investors

Attention Business Owners: Are Your Marks Protected?

## Speaking Engagements

43rd Annual Public Officials Program  
Event, Webcast, April 28, 2021

Core Principles for Privacy Policies  
Speaking Engagement, Milwaukee Business Journal’s Family-Owned Business  
Virtual Event, Webcast, October 9, 2020

Website Privacy Policies: Do you really need to care (Hint – Probably)?  
Speaking Engagement, Association of Corporate Counsel Wisconsin Chapter  
2020 Annual Virtual Conference, Webcast, August 25, 2020

42nd Annual Public Officials Program  
Event, April 29, 2020

Next Generation Manufacturing Summit 2019  
Speaking Engagement, Wisconsin Exposition Center; West Allis, WI, October 9,  
2019

41st Annual Public Officials Program  
Event, The Marq; De Pere, WI, April 29, 2019

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Cybersecurity Issues in International Business: Exporting Pitfalls, Economic Espionage, and Cyber Issues in Intellectual Property  
Event, Green Bay, WI, September 18, 2018

40th Annual Public Officials Program  
Event, The Marq; De Pere, WI, April 30, 2018

Secure Your Secrets, Button Up Your Brands, and Patent to Protect Your Profits  
Event, Radisson Hotel & Conference Center; Green Bay, WI, November 14, 2017

Intellectual Property: No Matter Your Size, Cover Your Assets  
Speaking Engagement, InterContinental Hotel; Milwaukee, WI, May 10, 2017

39th Annual Public Officials Program  
Speaking Engagement, The Marq; De Pere, WI, April 26, 2017

### Published Works

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

2021 Chambers Global Practice Guide on Trade Marks USA: Trends and Developments  
*Chambers Global Practice Guide*, March 12, 2021

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