

Joseph S. Heino

Milwaukee, WI

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PARTNER

Overview

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.

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

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

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.

Experience

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

Represented an Inventor of a Patent Protected Permanent Height Adjustable Dock When a Former Employee Started Building a Competing Product with the Same Technology

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 *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
- 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

Firm News

100 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

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82 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

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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

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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