

Lori Meddings

Lori Meddings is a partner in the Intellectual Property Practice Group of Michael Best & Friedrich LLP.

Ms. Meddings works closely clients based in jurisdictions around the world, including Australia, Korea, the United Kingdom, Italy, Germany, and Canada.

Many of the clients who work with Ms. Meddings conduct business on an international scale, and require advice and protection to allow them to effectively compete in the global marketplace. In addition to being geographically diverse, the clients who work with Ms. Meddings also conduct business in a variety of different industries, ranging from consumer product categories including bicycles, toys, wine, and personal care products to industrial and commercial products, including construction equipment and bearings.

Her general approach in counseling clients on the protection and enforcement of their trademarks and copyrights, is to first determine the company's business goals and opportunities, and to then develop a strategy to maximize the value of the company's brands.

Clients seek Ms. Meddings' expertise in handling opposition and cancellation proceedings before the Trademark Trial and Appeal Board where she has represented clients in over 75 different proceedings. Ms. Meddings has successfully induced the transfer of infringing domain names through informal channels and by filing domain name infringement matters, including UDRP proceedings before the World Intellectual Property Organization. Ms. Meddings assists clients with protection of product packaging and design, as well as other advertising and labeling requirements.

Ms. Meddings was recognized as a "Rising Star" by *Super Lawyers Magazine* in the area of Intellectual Property Law in 2008, 2010. She is acknowledged in the World Trade Review 1000, published by *World Trademark Review* magazine.