



Joseph S. Heino

Shareholder

Joe is a registered U.S. Patent Attorney and a shareholder with the firm. He is experienced in all areas of intellectual property law, including 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 and helps those clients build fences around their intellectual property, allowing them to maintain technological and market advantages over their competitors throughout the world and in cyberspace.

His background and experience involves assisting clients with intellectual property matters relating (generally) to electrical, mechanical and electromechanical technologies and (specifically) 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. Joe also published his first fiction novel "Seamless", a Midwestern ghost story that explores the unsettling possibility of interdimensional contact.

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Practice Areas

- Corporate
- Franchising
- Intellectual Property
- Technology Law

Industries

- Food and Beverage
- School and Higher Education

Education

- J.D., Marquette University Law School
- B.S.E.E., *magna cum laude*, Marquette University

Representative Clients

- Individual Inventors, Innovators and Entrepreneurs
- Physicians, Medical Groups and Healthcare Providers
- Business Owners
- Software Developers
- Manufacturing Companies
- Service Providers

Notable Representations

IP Audits and Training

Joe has assisted 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 initiate steps to be taken by the client to develop intellectual property strategies to protect those assets, all of which affects the client's "bottom line."

Non-infringement Analyses

Joe has experience assisting clients in preparing non-infringement analyses and written opinions where the clients have been accused of patent or other intellectual property infringement. He has assisted and advised our litigation team in developing strategies to assert and/or defend intellectual property infringement claims.

Prevention of IP Infringement Claims

Joe has assisted any number of clients who desire to enter the marketplace with a new product and who want to have "clearance" of such product by analysis and written opinion of counsel to minimize exposure against potentially adverse intellectual property

Professional Activities

- Admitted, United States Patent and Trademark Office
- Admitted, United States Court of Appeals for the Federal Circuit
- Admitted, United States Court of Appeals for the Seventh Circuit
- Admitted, United States District Courts for the Eastern and Western Districts of Wisconsin
- Member, State Bar of Wisconsin
- Former Member, Milwaukee Bar Association
- Member, American Bar Association (ABA)
- Member, ABA Forum on Franchising
- Member, American Intellectual Property Lawyers Association (AIPALA)
- Member, Wisconsin Intellectual Property Lawyers Association (WIPLA)
- Member, Institute of Electrical and Electronics Engineers (IEEE)
- Member, IEEE Circuits and Systems Society
- Member IEEE Engineering in Medicine and Biology Society
- Member, IEEE Magnetics Society
- Member, FaB Wisconsin

Recognitions

- *Best Lawyers® in America* – Trademark Law (2015-2020)
- Listed in Chambers USA as a Leader in Intellectual Property Law (2013-2019)
- SBA Award Recipient - Legal Assistance (2012)
- Tau Beta Pi, National Engineering Honor Society
- Eta Kappa Nu, National Electrical and Computer Engineering Honor Society
- Martindale-Hubbell AV® Peer Review Rated

infringement claims.

Community Involvement

- Past President of Council, Christ Church, UCC

Published Articles/Presentations

- Co-Author, 3rd edition of Trade Marks USA: Trends and Developments 2019, Chambers Global Practice Guide
- Intellectual Property for the Medical Professional (2013)
- Wisconsin Lawyer Magazine Review: Intellectual Property for the Medical Professional
- Trademarks Section of The Wisconsin Business Advisor Series, Vol. 5 Intellectual Property
- Seamless (Fiction Novel 2011)
- Using Expired Patent Numbers with Your Products Could Lead to Devastating Financial Losses
- Are Your Marks Protected?
- If One Of Your Employees Invents Something, Who Owns What?
- What Aspects Of Intellectual Property Should Entrepreneurs Consider When Starting A New Business Or Expanding An Ongoing Business?
- Are You Keeping Your Business Secrets To Yourself?
- So You Think You Have A Patentable Idea - Now What?
- I Paid For That Software To Be Developed, So Why Don't I Own It?
- What Is Software Licensing?
- So Who Really Owns The Design And Design Documents For Your Construction Project?
- Thinking About Becoming a Franchisee?
- Guest Lecturer, University of Wisconsin-Milwaukee School of Continuing Education's Entrepreneur Training Program; Milwaukee Area Technical College Business Law Course; and Inventors and Entrepreneurs Forum of Greater Milwaukee

M. Andrew Skwierawski

Senior Attorney



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Practice Areas

- Environmental Law
- Litigation
- Technology Law

Education

- J.D., order of the coif, *cum laude*, University of Wisconsin Law School (2007)
- B.S., University of Wisconsin-Madison, Mathematics and Computer Sciences (1997)

Recognitions

- *Wisconsin Super Lawyers*, Rising Star (2012-2017)
- Up and Coming Lawyer, *Wisconsin Law Journal* (2011)
- ABA-BNA Award, University of Wisconsin Law School, Study of Health Law Excellence (2007)

With 12 years of legal experience, Andy combines his background as a veteran software developer and small business owner to his technical and scientific-focused law practice that includes environmental litigation, e-discovery, complex commercial disputes and municipal compliance.

Andy enjoys working with clients to understand their goals and find creative ways to achieve them.

His technology law practice both crafting and responding to e-discovery requests and reviewing software licensing and service agreements. Andy's environmental litigation work has included representing manufacturers, property owners, farmers and environmental organizations.

Andy spent 10 years working as a software developer and independent consultant at various Milwaukee corporations. He has developed expertise in software, hardware and firmware for the access control and security industries, in addition to having written numerous business applications. He is fluent in C, C++, SQL, SQL Server, .NET, C#, VB.net and a whole host of other three letter acronyms.

Notable Representations

- Representing drycleaners at dozens of sites across the State to address historical site contamination with the Wisconsin DNR as well as resolving insurance coverage disputes with their insurers.
- Representing the Milwaukee Metropolitan Sewerage District in the defense of property damage claims arising out of sewer backups and in claims for insurance coverage related to the defense of those property damage claims.
- Representing the City of Green Bay in various matters, including the Fox River PCB litigation.
- Represented Edgenet, a software company in litigation with Home Depot USA in complex litigation over licensing and trade secrets.

Professional Activities

- Admitted, Wisconsin State Courts
- Admitted, U.S. District Court
- Member, American Bar Association
- Member, Wisconsin Bar Association
- Member, Milwaukee Bar Association

Community Involvement

- President, Board of Directors, Boulevard Theatre (2015 – present)
- Soccer Coach, Milwaukee Kickers/INFC
- Soccer Coach, North Suburban Special Olympics
- Committee Member / Lake Bluff Ice Captain, Shorewood Chill Festival Committee and Lake Bluff Ice Captain