

## LORI KRAFTE

### Partner

plinden@whe-law.com

Lori Krafte is a Partner with Wood Herron & Evans. Lori counsels clients in all areas of advertising and media law, privacy, trademarks, copyrights, and domain name disputes and other Internet law matters. She teaches Advertising Law and Trademark Law at the University of Cincinnati College of Law, where she received the Adjunct Faculty Teaching Excellence Award in 2008 and in 2015, and is currently Co-Director of the Patent and Trademark Clinic. Lori has been selected for inclusion in The Best Lawyers in America®, Ohio Super Lawyers, Cincy Leading Lawyers, Chambers USA, and IP Stars. She holds a CIPP/US certification (Certified Information Privacy Professional – U.S.).



### Areas Of Practice

- Advertising
- Copyrights
- Privacy/Data Security
- Publishing/Media
- Trademarks

### Bar Admissions

- Ohio, 1998

### Education

- **University of Cincinnati of Law**, Cincinnati, Ohio
  - J.D. - 1998
  - Honors: Order of the Coif
  - Law Review: University of Cincinnati Law Review, Articles Editor
- **Claremont Graduate School**
  - Ph.D. – 1989
- **Indiana University**, Indiana
  - B.A. – 1976
  - Major: Political Science



### Published Works

- "What is 'Religion' in Religion-Based Peremptory Challenges?", Law Review, University of Cincinnati
- "Judicial Interpretation of the Federal Trademark Dilution Act of 1995", Law Review, University of Cincinnati

### Classes/Seminars

- Adjunct Instructor, Electronic Media Law, UC College Conservatory of Music
- Visiting Assistant Professor, Copyright and Advertising Law, U.C. College of Law
- Adjunct Faculty, U.C. College of Law (Trademarks; Advertising Law)

### Honors and Awards

- Best Lawyers® Trademark Law "Lawyer of the Year" in Cincinnati, 2020
- The Best Lawyers in America®, Advertising Law, 2007 - 2020
- The Best Lawyers in America®, Copyright Law, 2013 - 2020
- The Best Lawyers in America®, Litigation - Intellectual Property, 2013 - 2020
- The Best Lawyers in America®, Trademark Law, 2012 - 2020
- Best Lawyers® Copyright Law "Lawyer of the Year" in Cincinnati, 2016
- University of Cincinnati College of Law Adjunct Faculty Teaching Excellence Award, 2008, 2015
- Ohio Super Lawyers® Top 25 Women Lawyers in Cincinnati, 2008, 2009, 2012 - 2013
- Chambers USA, America's Leading Lawyers for Business, Intellectual Property, 2006 - 2013
- The Best Lawyers in America®, Cincinnati Trademark Lawyer of the Year, 2013
- IP Stars, Managing IP, 2013
- IP Stars Top 250 Women in IP, 2013
- AAF Cincinnati (American Advertising Federation, Cincinnati), Distinguished Service Award, 2013
- Ohio Super Lawyers® Top 50 Women Lawyers in Ohio, 2009
- Ohio Super Lawyers®, 2008 - 2020
- The Best Lawyers in America®, 2008
- Chambers USA America's Leading Lawyers for Business in the area of Intellectual Property - Ohio, 2008
- Ohio Super Lawyers®, Ohio Rising Stars, 2006 - 2007
- Cincy Leading Lawyers for Copyright & Trademark, 2006



### **Professional Associations and Memberships**

- American Bar Association
- Ohio Bar Association
- International Trademark Association
- Cincinnati Bar Association
- American Advertising Federation
- Advertising Club of Cincinnati
- International Association of Privacy Professionals
- AAF Cincinnati (American Advertising Federation, Cincinnati), President, 2011 to 2012
- AAF Cincinnati (American Advertising Federation, Cincinnati), Executive Vice President, 2010 to 2011
- AAF Cincinnati (American Advertising Federation, Cincinnati), Board of Directors, 2009 to 2011
- Cincinnati Better Business Bureau, Board of Directors, 2011 to Present
- CincyIP (Cincinnati Intellectual Property Law Association), Board Member, 2009 to 2012
- CincyIP (Cincinnati Intellectual Property Law Association), Vice President, 2008 to 2009
- CincyIP (Cincinnati Intellectual Property Law Association), Secretary, 2007 to 2008