

Lori Krafte

Partner

lkrafte@whe-law.com

Lori Krafte is a Partner with Wood Herron & Evans. Lori counsels clients in all areas of advertising, trademarks, copyrights, and privacy. She teaches Advertising Law and Trademark Law at the University of Cincinnati College of Law, where she helped launch and was the first Trademark Co-Director of the pro bono Patent and Trademark Clinic, received the University's Outstanding Adjunct Faculty Award, and twice received the College of Law's Adjunct Faculty Teaching Excellence Award. Lori has been selected for inclusion in The Best Lawyers in America®, Ohio Super Lawyers, Cincy Leading Lawyers, Chambers USA, IP Stars, and World Trademark Review Top 1000. 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 Law**, Cincinnati, Ohio
 - J.D. – 1998
 - Honors: Order of the Coif
 - Law Review: University of Cincinnati Law Review, Articles Editor
- **Claremont Graduate School**, Claremont, California
 - Ph.D. – 1989
- **Indiana University**, Bloomington, 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 Faculty, U.C. College of Law (Trademarks; Advertising Law)
- Visiting Assistant Professor, Copyright and Advertising Law, U.C. College of Law
- Adjunct Instructor, Electronic Media Law, UC College Conservatory of Music

Honors and Awards

- Listed in The Best Lawyers in America
 - Advertising Law, 2007-present
 - Trademark Law, 2012-present (Cincinnati Trademark Lawyer of the Year, 2013, 2020)
 - Copyright Law, 2013-present (Cincinnati Copyright Lawyer of the Year, 2016)
 - IP Litigation, 2013-present
- Listed in IP Stars (Managing Intellectual Property), 2013-present, including IP Stars Top 250 Women in IP, 2013
- Listed in Chambers USA, America's Leading Lawyers for Business, Intellectual Property, 2006-present
- Listed in World Trademark Review "WTR Top 1000", 2021
- Listed in Cincy Leading Lawyers, 2006-present, Copyright & Trademark
- Listed in Ohio Super Lawyers, 2008-present
 - Top 25 Women Lawyers in Cincinnati, 2008, 2009, 2012, 2013
 - Top 50 Women Lawyers in Ohio, 2009
- Listed in Ohio Rising Stars, 2006-2007
- Distinguished Service Award, AAF Cincinnati, 2013
- University of Cincinnati College of Law
 - Outstanding Adjunct Faculty Award (university-wide), 2020
 - Adjunct Faculty Teaching Excellence Award, 2008, 2015

Professional Associations and Memberships

- All Ohio Annual Institute on Intellectual Property
 - Chair, 2014-present
- AdClub Cincinnati
 - President, 2011-2012
 - Executive Vice President, 2010-2011
 - Board of Directors, 2009-2011
- American Advertising Federation (AAF)
- Cincinnati Bar Association
- Cincinnati Better Business Bureau
 - Chair, Board of Directors, 2019-present



- Vice President and Treasurer, Board of Directors, 2017-2019
- Board of Directors, 2011-present
- CincylP
 - Board Member, 2009-2012
 - Vice President, 2008-2009
 - Secretary, 2007-2008
- International Association of Privacy Professionals
- International Trademark Association
- Ohio Bar Association

