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JUNE 16, 2021

## Lauren Edelman Willens Joins Jaffe Raitt Heuer & Weiss. P.C.

**SOUTHFIELD, Mich.**, June 16, 2021 — Jaffe Raitt Heuer & Weiss, P.C. recently welcomed new attorney Lauren Edelman Willens to their Southfield office. She joins the firm's team of experienced professionals as Of Counsel to the Intellectual Property & Information Technology practice group. Jaffe CEO Jeffrey M. Weiss made the announcement.

Willens brings a high level of expertise in protecting, defending, and enforcing intellectual property rights. She counsels clients on the use and enforcement of trademarks, as well as advising on worldwide brand development, domestic and international trademark clearance and prosecution, trademark due diligence, trademark licensing, and online copyright matters. She also represents clients in cases involving trademark and trade dress infringement, copyright infringement, false advertising, and misappropriation of trade secrets, as well as opposition and cancellation actions before the USPTO Trademark Trial and Appeal Board. She has represented clients from a wide range of industries, including pharmaceuticals, consumer goods, apparel, medical devices, software, automotive and other Fortune 500 and non-profit organizations.

Willens volunteers with several community organizations including Lakeshore Legal, and Transgender Legal Defense and Education Fund. She is also a guest lecturer for Wayne State University Law School. She earned her J.D. from Wayne State University Law School in 2015 and graduated in the top 5% of her class. Prior to earning her J.D., she graduated from Wayne State University's Honors College with a bachelor's degree in 2011.

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