



Loretta Freeman digs deep to find what's important to clients and how their products fit into the global marketplace. With the big picture in mind, she applies her more than 10 years of experience in intellectual property law and 11 years of experience in engineering to develop strategic, business-focused approaches to helping protect her clients' IP rights.

She takes a pragmatic approach and focuses on helping her clients connect technical details and legal requirements to business goals and needs. Loretta provides significant value in helping companies navigate through difficult IP issues.

Loretta's practice involves virtually all aspects of intellectual property law, with particular emphasis on domestic and international patent and trademark procurement. Her practice includes preparing and prosecuting patent applications in the mechanical arts, design patents, trademark applications, trade dress, and due diligence investigations. She also provides counseling in intellectual property matters relating to product development and marketing, including freedom to operate, state of the art, non-infringement, and invalidity analysis and opinions. In addition, she regularly provides technical and legal support on patent litigation matters.

As an engineer for 3M, she led global teams to develop and commercialize products. She is also a named inventor for 3M and worked hand-in-hand with co-inventors drafting patent applications that covered every aspect of their inventions. As a successful attorney, she collaborates with businesses and inventors to protect their IP on a global scale.

Loretta offers her legal support to clients throughout the mechanical arts space and in industries such as telecommunications, hydraulics, aerospace and manufacturing. She also helps businesses with design-heavy legal needs, such as retail entities, protect the appearance and aesthetics of their products.

A dedicated professional, she values candid communications, leaving the legal jargon behind to explain what clients can expect and which steps to take to reach their goals. Loretta is known for her commitment to a

Loretta L. Freeman

Partner

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EDUCATION

William Mitchell College of Law, (J.D.),
Minnesota Justice Foundation Pro Bono
Recognition, 2011

Florida A&M University, (B.S.), chemical
engineering, cum laude, 2000, Tau Beta
Pi

BAR ADMISSIONS

Georgia

Minnesota

U.S. Patent and Trademark Office

LANGUAGES

English

PRACTICES

Intellectual Property

client-first philosophy and has a proven record of delivering efficient service that puts the needs of her clients first.

Professional and Community Involvement

Fellow, American Bar Foundation

Member, American Bar Association

Member, Minnesota State Bar Association

Member, The National Black Lawyers

Cherokee County Advisory Board Member, Boys & Girls Club of Metro Atlanta

Member, Delta Theta Phi

Member, Alpha Kappa Alpha Sorority, Inc.

Former chair, Website Subcommittee, Emerging Technology Committee, American Intellectual Property Law Association

Former treasurer, Minnesota Association of Black Lawyers

Honors

The National Black Lawyers Top 100, 2015-present

The National Black Lawyers Top 40 Under 40, 2015-2019

Minnesota Super Lawyers Rising Stars, 2017-2019