



Helenka B. Mietka

ASSOCIATE

Helenka's practice is focused on intellectual property, advertising, privacy, and consumer protection within a range of industries.



Industries

[AI, Metaverse & Blockchain](#)

Practices

[Copyright](#)
[Trademark](#)

Languages

Polish

Education

University of Wisconsin Law School, JD, cum laude,
Wisconsin Journal of Law, Gender & Society, Editor-
in-Chief Hon. Ann Walsh Bradley, Wisconsin
Supreme Court, Judicial Extern, 2019, 2021
Scripps College, BA, cum laude, 2015
Institute for Field Education (Paris, France), 2014

Offices

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Helenka assists in intellectual property counseling, clearance, and enforcement. She helps clients protect their trademarks against infringement and defend their marks against unauthorized use by third parties, both domestic and international. She has experience in internet takedowns and routinely drafts cease & desist letters and UDRP complaints. Helenka's advertising practice involves assisting in drafting sweepstakes promotions, advising on Federal Trade Commission regulations, and preparing complaints for National Advertising Division proceedings. In her privacy work, she is dedicated to helping clients navigate the complex and ever-changing landscape of state privacy law, including by developing compliant privacy policies.

Helenka is also involved in the firm's Metaverse Intellectual Property Task Force, a unique group dedicated to monitoring the development of IP enforcement in web 3.0.

Publications, Presentations & Recognitions

Publications

— "President Jair Bolsarano and LGBT Rights in Brazil," State Bar of Wisconsin International Law Blog (Dec. 13, 2018)

Boards, Memberships & Certifications

- Chicago Bar Association
- Illinois State Bar Association
- State Bar of Wisconsin

Bar Admissions

[Illinois](#)

