



BASSFORD REMELE

Wynne C. S. Reece
SHAREHOLDER



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PRACTICE GROUPS

Corporate and Transactions
Intellectual Property
Consumer Finance
Employment
Alternative Dispute Resolution

INDUSTRY GROUPS

Advertising, Marketing and Public Relations
Arts and Entertainment
Brand Management
Emerging Companies
Food and Beverage
Health Care
Law Firms and Legal Organizations
Non-Profit Organizations
Real Estate and Residential
Property Management

OVERVIEW

Wynne Reece represents businesses of varying sizes, corporations, creative entrepreneurs, professional entities (such as law firms, mental health practices, or dental practices), and individuals, in a variety of commercial matters, including general structure, client relations and disputes, investor growth strategy, buy-sell agreements, mergers, acquisitions, intellectual property (e.g. trademark, trade dress and copyright), real estate, team structure compliance and mediation.

Wynne is uniquely situated when representing clients, as she has started two businesses and successfully transitioned both of them. She understands the challenges facing business owners and corporate executives and the investment that many make into their business from an emotional and physical aspect, as well as a financial one. This is evident by her inception of [The Creative's Counsel®](#) in 2015 which focuses on making legal work accessible, with relatable counsel; to date Wynne has worked with over 1,800 clients in an outside counsel capacity.

Wynne continues her passionate commitment to philanthropic ventures, has historically completed over 150 pro bono hours per year since her licensure, including founding a pro bono legal clinic in North Minneapolis, she has served on a number of committees and boards, she has served as the Mock Trial Chair for the Minnesota State Bar Association, and she was most recently an adjunct professor at Mitchell Hamline School of Law.

EDUCATION & ADMISSIONS

Education

William Mitchell College of Law, J.D., 2013
University of Minnesota, B.S., 2009

Bar Admissions

- U.S. District Court, District of Minnesota
- Minnesota
- Illinois
- Wisconsin

Certifications

- Certified Trial Advocacy Teacher, National Institute for Trial Advocacy (NITA)

EXPERIENCE

Representative Professional Entities

Wynne has represented and/or defended and secured a variety of deals for:

- Advertising Agencies
- Artists
- Bloggers and Other Digital Authors
- Chiropractors
- Clothing Designers
- Content Creators (Photographers, Videographers, Authors)
- Dentists
- Digital Entrepreneurs
- Digital Marketing and Design Agencies

Wynne C. S. Reece
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continued

EXPERIENCE

- Event and Wedding Vendors
- Farmers
- Health and Wellness Professionals
- Illustrators
- Influencers
- Insurance Agencies
- Lawyers
- Product Manufacturers
- Professional Athletes
- Public Figures
- Public Relations Firms
- Real Estate and Rental Holding Companies
- Restaurants and Food Businesses
- Retail
- ...and many others.

Representative Experience

- Negotiated intellectual property license agreements, paving the way for our client to build a continuous and fruitful product development relationship with a Fortune 50 company.
- Led and facilitated an investment growth strategy that allowed our client to grow from presence in one state to nationally, benefiting their profitability significantly.
- Represented hundreds of service industry businesses throughout the pandemic, working closely with representatives from the State of Minnesota to facilitate an understanding of the daily goings on the businesses were facing and assisting in drafted governance for operations to continue during COVID-19.
- Led the commercial acquisition for a domestic creative company to an international buyer, resulting in 8-figure earnings for our client.

Publications

- *Inspiration or Infringement: Protecting Your Intellectual Property Portfolio*, author, Upsize, September/October 2024
- *The Corporate Transparency Act is on Appeal! How That Impacts Your Business Plans*, co-author, Associated General Contractors of Minnesota, July 2024
- *The Corporate Transparency Act – What You Need to Know*, co-author, Associated General Contractors of Minnesota, author, April 2024
- *The Corporate Transparency Act – What Law Firms Need to Know*, co-author, Attorney at Law, April 2024
- *Business Succession Planning: Top 10 Do's and Don't's From the Lawyers' Perspective*, co-author, Associated General Contractors of Minnesota, February 2024
- *The Reconstruction of Mediation: A Shift Toward Cultural Competency and Social Sophistication*, author, Mitchell Hamline Law Review, 2021

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continued

EXPERIENCE

The Work Week with Bassford Remele

- *When Personnel Contributes to Your Intellectual Property Portfolio: What Every Business Should Know*, author, September 9, 2024
- *Calculating ACA Lookback Under Minnesota's Pregnancy and Parental Leave Act*, author, August 5, 2024
- *The Perils of Paid and Unpaid Internships*, author, June 17, 2024
- *EEOC Publishes Final Guidance on Workplace Harassment*, author, May 13, 2024

Seminars

- *Navigating Contracts, Liability, and Risk in the Catering Industry*, presenter, National Association for Catering & Events EDU Conference on Pathways to Success, March 18, 2025
- *Beautiful Things: A Discourse on the Application of IP to Designs*, co-presenter, Honorable Jimmie V. Reyna Intellectual Property American Inn of Court, March 5, 2025
- *Mastering Client Relations and Getting Paid!*, co-presenter, Bassford Remele 2025 Annual Construction Law Summit, February 6, 2025
- *6 Common Business Issues Clients Routinely Ask Their Attorneys to Resolve*, presenter, Minnesota Continuing Legal Education Representing Small Businesses in Minnesota, November 12, 2024
- *Choice of Entity and Business Formation – Governing Laws, Structures and Key Governance Issues*, presenter, Minnesota Continuing Legal Education 2024 Business Law Institute, May 6, 2024
- *Strategies and Considerations for Construction Professionals Who Are Thinking About Investing and Succession Planning in Closely-Held Companies*, presenter, Bassford Remele 2024 Annual Construction Law Summit, February 8, 2024
- Guest Faculty, presenter, St. Thomas School of Law, 2022
- Counseling Creatives, presenter, Hennepin County Bar Association, 2021
- Guest Faculty, presenter, University of Chicago, 2015
- Commencement Speaker, Breck School, 2014
- Doctoral Speaker, University of Minnesota College of Education, 2013

PROFESSIONAL & CIVIC

Professional Achievements

- The Honorable Jimmie V. Reyna Intellectual Property American Inn of Court, Barrister

Bar Associations

- Minnesota State Bar Association
 - Mock Trial Committee, Former Chair, Current Member
 - Business Law Section
 - Corporate Counsel Section
- Illinois State Bar Association
- State Bar of Wisconsin
- Hennepin County Bar Association

Professional Associations

- Minnesota Women Lawyers
- Minneapolis Women Leaders

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continued

PROFESSIONAL & CIVIC

Civic Involvement

- Women Venture, volunteer
- Twin Cities Rise, volunteer
- Habitat for Humanity, volunteer
- Walker Art Center, Committee Member

ACCOLADES

Honors & Awards

- Rising Young Professional, *Finance & Commerce*, 2020
- Top Women Lawyer list, *Minneapolis/St. Paul Magazine*, 2021-2023
- Minnesota Rising Stars list, *Super Lawyers*, 2019-present
- North Star Lawyer, Minnesota State Bar Association, 2017-2023