

Name

Wendy Heilbut

Title

Founder

Company

Heilbut LLP

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Short Bio (under 100 words)

Wendy Heilbut is the founder of Heilbut LLP, where she provides strategic intellectual property counsel to entrepreneurs, business leaders, and investors during pivotal growth moments. Based in New York City, Wendy specializes in guiding businesses with uniquely valuable intellectual property and creative assets through strategic partnerships, acquisitions, and market expansion. She combines her decades of expertise with an ability to anticipate challenges and structure comprehensive protection strategies proactively. Wendy's approach centers on strategic partnership rather than transactional legal services, working alongside entrepreneurs and established creative companies who need sophisticated counsel during inflection points. Her clients consistently value her as a trusted advisor who becomes integral to their decision-making during complex negotiations that unlock meaningful innovation and opportunity. Prior to founding Heilbut LLP, Wendy was Managing Partner of a boutique law firm and an associate at Jones Day. She earned her J.D. from American University Washington College of Law, and B.A. in Comparative Literature from Indiana University. Wendy is an angel investor and regularly brings together creative leaders, investors, and schemers in New York City.

Tell us about your firm or business including: history, specialization, and years in business

Heilbut LLP specializes in transactional work driven by valuable intellectual property (IP). The firm was founded by Wendy Heilbut, an attorney with deep roots in both directing the

growth of global IP portfolios and navigating complex transactions intended to grow, protect, or monetize such IP assets. The firm was founded in 2022 with the distinct goal of offering complex, creative, and compassionate counsel to leaders facing opportunities and inflection points.

What's an interesting fact about you or your firm that most people don't know?

I was born on a commune in West Virginia! I lived there until I was 12 years old. This non-traditional upbringing taught me so much about the ebbs and flows of life and how to interact with so many different kinds of people.

What's a favorite moment of your career so far?

Taking a pause when my kids were very young. I left law for a handful of years to focus on my babies.

What challenge are you most proud of overcoming?

Opening Heilbut LLP with a stellar team of all women! (We did eventually hire men too.)

Tell us about a recent professional accomplishment of yours?

Earlier this summer we closed a transaction we had been working on for some time in which we helped our brilliant client, Frosty Industries (a creative agency serving fashion and luxury brands), launch Project 3 Agency. Project 3 Agency is a joint venture between Frosty and p.g.Lang - the creative arm of Kendrick Lamar's business.

Tell us about a recent personal accomplishment of yours?

Today, like every day, I woke up grateful. I took 15 minutes to meditate while looking at the early morning sky. I sent my teenagers off to school with kisses and hugs. Being a working mom is not easy - each day feels like a personal accomplishment!

What advice would you offer new business owners?

Lean into your community and build your network. Nurture connections whenever possible by always offering what you have to give.

How can you help other Women Owned Law members improve their businesses?

It depends on their needs! I can boost their LinkedIn posts, share names of vendors, make introductions and referrals, offer a listening ear... Each moment and each business calls for something different.

How has Women Owned Law been of value to you and your career?

It's a lovely network of support and a helpful community to which I can direct my clients who have needs for services I don't offer.