

THE
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How to Address (and Avoid) Trademark Disputes in Federal Court and Before the Trademark Trial and Appeal Board

A company's brand is among its most valuable assets. An effective brand identity is memorable to consumers, signifies the quality of the products or services sold under it, and clearly distinguishes competing products and services. When a competitor starts offering goods or services under a similar brand name that risks marketplace confusion, it can be difficult to know how to respond.

Join Caitlin Byczko and Jeff Barron for an hour-long CLE on protecting your companies and clients from trademark infringement and unlawful misappropriation of their brand identity. This webinar will explore the wide variety of options before the Trademark Trial and Appeal Board (TTAB) and state and federal courts to defend a company's trademark rights. We will also discuss what to do in the event that your company or client faces a trademark challenge or infringement claim from a competitor or third party, as well as best practices to avoid litigation in the first place.

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