

## In-House Counsel Guide to Trademarks

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Trademarks, services marks and logos for a company's brands or products can be among the most valuable of its intellectual property assets. Marks that are unregistrable with the U.S. Trademark Office and/or are already used by third parties can lead to wasted marketing dollars and lost customer goodwill.

Selecting a trademark eligible for the strongest protection and associated with the least amount of risk to use in the marketplace is therefore a crucial step in developing a company's brand and creating a strong intellectual property foundation. This course, presented by Randy Friedberg, Partner in the Intellectual Property Group, provides an overview of the basics of trademark law, including selection, clearance, use and enforcement.

Learning Objectives:

- Identify and understand what a trademark is
- Grasp procedures and priorities during selection and clearance
- Understand proper trademark use guidelines
- Provide practical guidance to address infringement issues

### PRACTICE AREAS

Intellectual Property