

Trademark Selection and Clearance 101

Lawline Webinar
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Randy Friedberg, partner in the Intellectual Property Group, reviews the art and science of the numerous factors to consider when determining the strength of a trademark and evaluating the chances of receiving a registration. The course also offers practical steps on how to best conduct clearance searches and evaluate the likelihood of confusion with other marks in the marketplace.

Learning Objectives:

- Grasp the fundamentals of what a trademark is and how it is used
- Become familiar with the trademark strength spectrum and how to select the best possible trademark
- Understand how to engage in the search process, both in-house and via a commercial company
- Learn how to assess threats to registration and use through analyzing a clearance search

PRACTICE AREAS

Intellectual Property