

## Randy Friedberg Discusses the Importance of Protecting Your Brand

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### PRACTICE AREAS

Intellectual Property

Randy Friedberg, Partner in the Intellectual Property Group, provided comment on a recent article addressing the importance of trademark and copyright protections when establishing a brand. "Trademarks are very important for any business, big or small, because they help the consumer know what to expect from what he or she is buying and who stands behind the product or service," explains Friedberg.

The full article is available [here](#).