

## Brand Protection in the Social Media Frontier

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As with any new technology, social media presents legal challenges that, in a narrow sense, were not contemplated when the current laws were enacted. Although these new challenges are faced on myriad fronts, brand owners are one of the groups disproportionately affected by the social media explosion. This article focuses on the challenges social media and user-generated content presents for brand owners, as well as strategies to effectively resolve or prevent potential problems.

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