Katten

SPEAKING ENGAGEMENT



Brands and Fashion Conference

Presented by the International Trademark Association

March 22–23, 2017

Karen Artz Ash, national co-chair of Katten's Intellectual Property department and co-head of the Trademarks and Trademark Litigation practice, will serve as a panelist on the "Advertising and Promotion in the 21st Century Global Marketplace" session during INTA's Brands and Fashion Conference on Thursday, March 23 at 3:15 p.m. Panelists will explore methods for adapting advertising to social media platforms, as well as the global differences needed in advertising approaches in order to accommodate cultural differences. Discussion topics will include:

- Legal and regulatory aspects of a worldwide campaign
- The impact of local sensibilities on brand usage
- Cultural differences across the globe impacting advertising and promotion
- The challenges of global internet and social media presence

For more information, click here.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



Karen Artz Ash
+1.212.940.8554
karen.ash@katten.com

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2026 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at katten.com/disclaimer.