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WEBINAR

Brand Activation Legal Webinar

Presented by ANA

August 14, 2018

Intellectual Property partner Michael Justus and associate Kristin Lockhart will participate in the Brand Activation Legal Webinar at 1:00 p.m. (ET) on Tuesday, August 14. August's topic, "Your Trademark May Be A False Advertisement," will provide a practical overview of the impact of false advertising laws on trademarks and brands, including the different legal standards for challenges to use and registration of deceptive marks in various forums (e.g., USPTO, FTC, NAD, federal courts), offensive and defensive strategies for such challenges, current case law trends and best practices for advertising clearance of new marks.

For more information, click here.

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