Katten

SPEAKING ENGAGEMENT

International Trademark Association Annual Meeting

Presented by the International Trademark Association

May 2–6, 2015

Several Katten attorneys will participate in this year's International Trademark Association (INTA) Annual Meeting.

Floyd A. Mandell, national co-head of the Intellectual Property practice and co-head of the Trademarks and Trademark Litigation practice, will moderate the discussion "Secrets for Success in Mediating Lanham Act Cases" at 11:45 a.m. (PT) on Monday, May 4. Intellectual Property partner Kristin J. Achterhof will serve as a panelist. The panel will provide insight on how best to achieve a successful mediation and an enforceable settlement while avoiding practical or ethical pitfalls.

Brian J. Winterfeldt, head of the Internet practice, will serve as a panelist for "Brand Protection and the Internet" on Sunday, May 3 at 1:15 p.m. (PT). The session will examine issues unique to the Internet, including meta tags, the use of trademarks in Internet search engines, and trademarks on social media platforms. He will also participate in a discussion during the Internet Committee meeting, which will be held at 3:30 p.m. (PT) on Tuesday, May 5. Brian and other panelists will discuss how they became involved in an Internet-based legal practice and how they were able to get employers to support them in their efforts.

Intellectual Property attorney Michael R. Justus will moderate "Big Data and New Issues for the Trademark Practitioner" at 8:00 a.m. (PT) on Wednesday, May 6. The panel will discuss big data trademark issues and the use of big data in the practice of trademark law.

Additional information can be found here.

CONTACTS

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