

Partner Floyd Mandell Co-Authors Book Chapter on Trademarks

2010

Floyd Mandell, Chair of the firm's Intellectual Property practice, co-authored a supplement to the book chapter "Trademarks." The supplement provides updated information for 2010 on preliminary considerations, common problems with ineffective trademark protection programs, alternative approaches and effective partnering, trademark litigation strategy and basic principles of trademark law. (*Successful Partnering Between Inside and Outside Counsel*, 2010)

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