

## Karen Artz Ash Named Intellectual Property Trailblazer by *The National Law Journal*

May 2016

Karen Artz Ash, national co-chair of Katten's Intellectual Property department and co-head of the Trademarks and Trademark Litigation practice, has been named an Intellectual Property Trailblazer by *The National Law Journal*. Karen notes that specific practice in fashion trademarks has grown with the fashion industry throughout her career. The profile indicates that she has refined the way companies can use trademarks and intellectual property assets to nurture growth and seek out acquisitions and divestitures in a way that respects the integrity of the brand.

Karen comments on the globalization of fashion, stating, "It's rare to see a company or brand that's uniquely American remain here. And it's very, very rare that companies own their own manufacturing. Many times, almost the entire value of the company is in the goodwill and trademarks. Companies need to be able to protect that investment, as well as license and exploit it. So there is a need to make sure that brands are protected from inception both internationally and domestically." (["Intellectual Property Trailblazers,"](#) May 2016)

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### CONTACTS

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