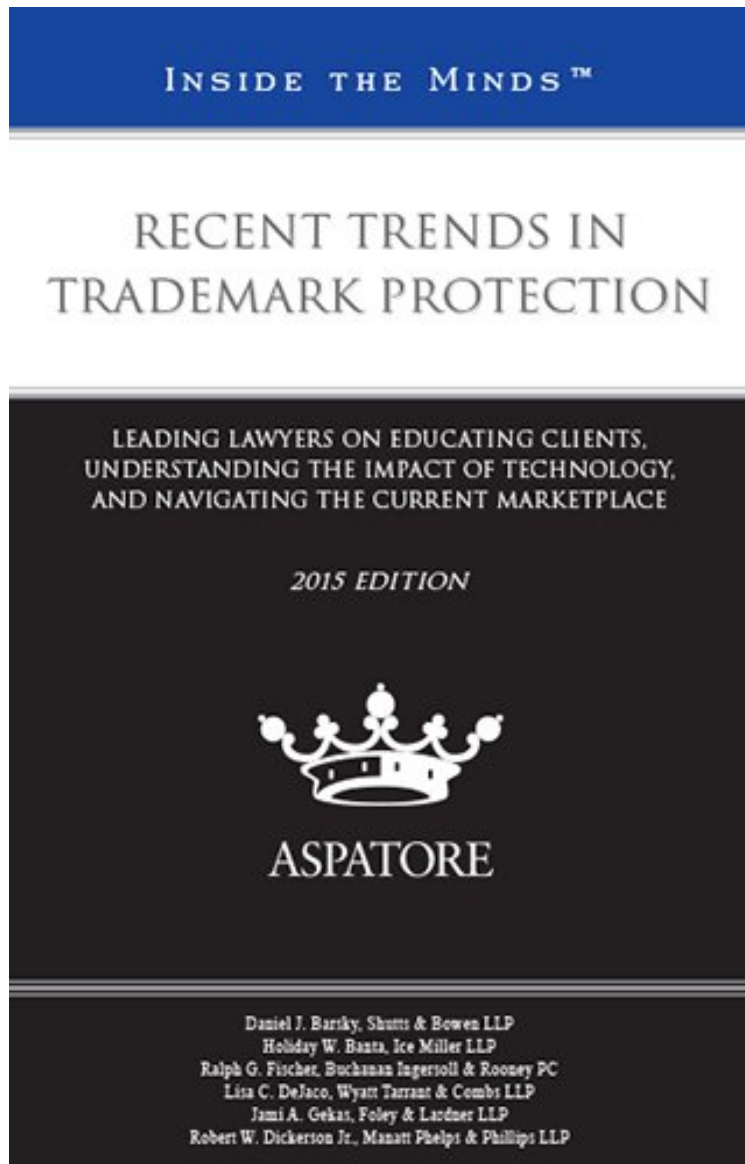


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The law surrounding registered trademarks is constantly changing. With the addition of evolving technology and increased infringement, it is not only harder to obtain a mark, it is also more important than ever to protect it. No one knows this better than the attorneys who help clients file applications for marks they want and defend the marks they already have. So how can you best help your clients protect and enforce what they worked so hard to obtain? *Recent Trends in Trademark Protection* has the answers, providing you with best practices for filing and defending trademark registrations. This book features experienced partners nationwide who have taken the time to outline the technological developments impacting protection practices and identify areas of mark infringement to avoid potential lawsuits. Inside, you will find advice on a multitude of concerns, such as analyzing the likelihood of confusion to avoid infringement, preserving mark strength, and when necessary, undergoing federal court litigation. In addition to expediting the proof of enforceable mark process, and protecting client brands both on and offline, these experts outline models of accelerated federal examination to ensure mark rights recognition and stress the importance of investing resources in trademark protection. The best way to help your clients is to always stay up-to-date on changes in your field. This book is just the resource for that. *Inside the Minds* provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities. Chapters Include: 1. Daniel J. Barsky, Partner, Shutts Bowen LLP "Helping Clients File and Defend Trademark Registrations" 2. Holiday W. Banta, Partner, Ice Miller LLP "The Need for Speed at the Trademark Office: Two Proposed Fast-Track Solutions" 3. Ralph G. Fischer, Counsel, Buchanan Ingersoll Rooney PC "Supporting Trademark Claims Up Front Is Less Expensive and Risky than Later Appeals" 4. Lisa C. DeJaco, Partner, Wyatt Tarrant Combs LLP "Analyzing a Trademark Infringement Suit's Legal and Practical Merits" 5. Jami A. Gekas, Partner, Foley Lardner LLP "Protecting Your Brand Online Through Strategic Enforcement" 6. Robert W. Dickerson Jr., Partner, Manatt Phelps Phillips LLP "Foundational Principles and Key Developments in Trademark Law" Appendices Include: Appendix A: Declaration of Use of Mark in Commerce Under 8 (15 U.S.C. 1058) Appendix B: Declaration of Incontestability of Mark Under 15 (15 U.S.C. 1065) Appendix C: Suggested Format for Notice of Opposition Appendix D: Instagram Appendix Material