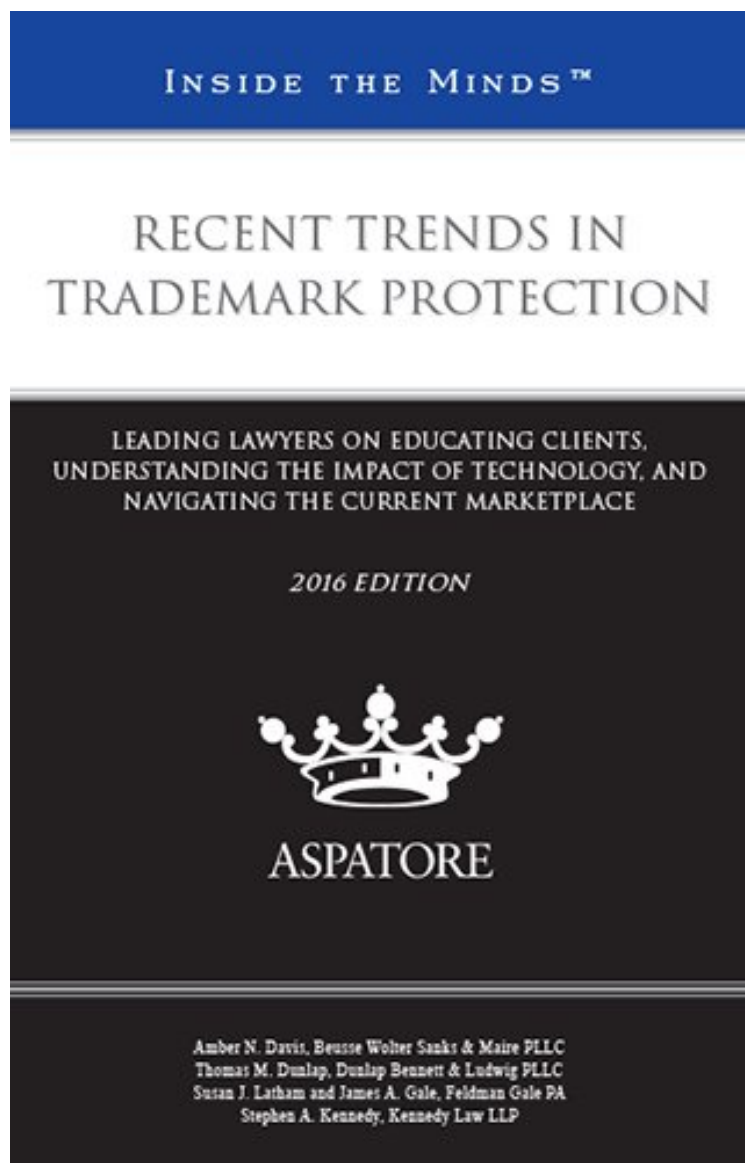


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## Recent Trends in Trademark Protection, 2016 edition: Leading Lawyers on Educating Clients, Understanding the Impact of Technology, and Navigating the Current Marketplace (Inside the Minds)

*Amber Davis, Thomas Dunlap, Susan Latham, Jim Gale, Stephen Kennedy*  
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The laws for registering and protecting trademarks are often difficult to navigate. Not only does the Supreme Court constantly make decisions that impact the registration process, but individual states can also challenge these decisions, making the entire registration process more difficult. How can you best help your clients both register and protect the marks they worked so hard to develop? *Recent Trends in Trademark Protection* can give you the answers. This book provides you with best practices for undergoing the necessary research to file and defend mark registrations. This book features experienced partners nationwide who outline the significant impact that technological developments can have on improving your overall trademark practice, and give you key tips for supporting your clients while they file applications. Inside, you will also find advice on determining whether to proceed with an infringement case, based on first use of a mark, filing broadly to ensure mark protection, and warning clients about receiving scam letters. In addition to giving you key strategies for enforcing the mark and addressing trademark trolls, these experts outline tips for training clients internally with their patent and copyright groups, and analyzing the strengths of cease-and-desist letters from trolls. Staying up-to-date on the latest trends can keep you and your clients in the best position possible to handle whatever the future brings. *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. Amber N. Davis, Shareholder, Beusse Wolter Sanks Maire PLLC-"Proper Research and Careful Communication with Clients Provide the Best Offense and Defense in the Trademark Arena" 2. Thomas M. Dunlap, Partner, Dunlap Bennett Ludwig PLLC-"File Broadly, Clearly for Optimal Trademark Protection" 3. Susan J. Latham and James A. Gale, Partners, Feldman Gale PA -"Best Practices for Evaluating Trademark Applications" 4. Stephen A. Kennedy, Managing Partner, Kennedy Law LLP -"Trademarks and Government Speech: the US Supreme Court Addresses the Constitutionality of the Lanham Act's Disparagement Clause" Appendices include: Appendix A: Re: In re Brunetti, No. 2015-1109 Appendix B: Trademark and Service Mark Questionnaire Appendix C: Trademark Assignment Appendix D: U.S. Federal Circuit Court of Appeals Reports Appendix E: Legal Strength of Trademarks Appendix F: Trademark License Agreement