
Social Media Law Blog

Highlighting Legal Issues Regarding Social Media

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How to Legally Protect Your Brand in the New Millennium

By Ted Max on November 16, 2010

Posted in Advertising, Copyright, Intellectual Property, Marketing, Start-Ups

Brands have life cycles and the brands that create a credible emotional connection with the consumer are likely to be able to demand higher consideration and maintain brand loyalty. One must consider what legal protections to employ and which pitfalls to avoid in building a strong and evolving brand in light of the key trends for branding in the New Millennium.

Below is a copy of Ted Max's "How to Legally Protect Your Brand in the New Millennium" October 21, 2010, Emerging Companies presentation.

Click here for a copy of the presentation: www.socialmedialawupdate.com/uploads/file/Branding.pdf

Click here to listen to the webinar recording: <https://soundpath.webex.com/soundpath/ldr.php?AT=pb&SP=MC&rID=44683082&rKey=fdaddbb92fbe8fb4>

Presented by:

Ted Max
212.653.8702
tmax@sheppardmullin.com

About Sheppard Mullin's Third Thursday Emerging Company Webinars:

Sheppard Mullin's Third Thursday Emerging Company webinar series is designed to educate entrepreneurs and emerging companies on the key legal issues they face during the growth of their companies. These complimentary 1-hour webinars are held through WebEx on the third Thursday of each month at noon. They will have both an audio and PowerPoint component. For details on our upcoming Third Thursday Webinars please visit our **website**.