

## How to Legally Protect Your Brand in the New Millennium

### Third Thursday Emerging Company Webinars

WebEx

10.21.2010

*Third Thursday Emerging Company Webinar:*

### **How to Legally Protect Your Brand in the New Millennium**

Thursday, October 21, 2010

12:00 p.m. - 1:00 p.m.

### **Presented by Ted Max, Sheppard Mullin**

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

We hope you'll login for a timely and lively discussion!

*This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.0 hour of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.*

*This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1 credit hour which may be applied toward the Areas of Professional Practice requirement, and is suitable for non-transitional attorneys.*

The WebEx link and dial in will be e-mailed to you once you register. MCLE certificates will be distributed following the webinar.

### **Attorneys**

Theodore C. Max