

## How to Protect Your Brand

### Third Thursday Emerging Company Webinar Series

via WebEx

08.21.2014

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

**CLICK HERE TO REGISTER**

Brands that create a credible emotional connections with the consumer demand higher consideration and establish and build brand loyalty. This program will discuss new legal strategies to apply and pitfalls to avoid in light of the key branding trends in the New Millennium with an update on recent developments in 2014.

Please join Sheppard Mullin for our monthly Third Thursday Emerging Company Webinar Series educating 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 the month at noon. They will have both an audio and PowerPoint component.

Presented by

**Ted Max**, *Partner*, Sheppard, Mullin, Richter & Hampton LLP

### To Join the Meeting:

**Meeting Number:** 714 602 002

**Meeting Password:** *This meeting does not require a password*

**To start or join the online meeting [CLICK HERE](#) (now from mobile devices!)**

**Call-in toll-free number:** 1-800-901-9719 (US)

**Attendee access code:** 741613

**[Click here to add this meeting to your calendar \(i.e. Microsoft Outlook\)](#)**

**For assistance:**

1. Go to <https://soundpath.webex.com/soundpath/mc>
2. On the left navigation bar, click "Support".

<http://www.webex.com>

## **MCLE Credit**

This seminar 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.

MCLE attendance certificates will be distributed following the webinar.

Questions? Contact Casey Alexander at [calexander@sheppardmullin.com](mailto:calexander@sheppardmullin.com) or 213.830.2012.

## **Attorneys**

Theodore C. Max

## **Practice Areas**

Advertising

Copyrights

Trademarks and Trade Dress

## **Industries**

Advertising