VLP Law Group Presents a Free Webinar: Brand Creation and Protection: An Overview of Trademark Law

On September 27, 2018, VLP Law Group presented a free webinar titled, "Brand Creation and Protection: An Overview of Trademark Law."

A company's brand is often its most important asset. Well-established brands, such as Coke and Microsoft, have values that exceed that of all of the company's physical assets combined several times over. Although every company would love to enjoy that level of recognition and value with the consuming public, many companies do not emphasize their trademarks or understand the means by which such brands are developed and protected. Trademark Attorney Brian Davis offered an overview of the legal process and best practices for creating and enforcing trademarks, a valuable intellectual property asset.

Covered in this webinar:

- The difference between copyright, patent and trademark.
- The acquisition of trademark rights.
- The different types of marks and their relative strength.
- The trademark clearance and registration process.
- Trademark Infringement and the legal remedies.

About the Speaker:

Brian Davis is Co-Chair of VLP's Intellectual Property Practice Group. His practice focuses on client counseling relating to trademarks, including worldwide trademark clearance and the prosecution of U.S. and foreign trademark applications. He also has experience with copyright and other intellectual property issues, such as domain name disputes (including the UDRP), licensing programs and other intellectual property-related agreements. Brian is active in multiple trademark organizations including the International Trademark Association and the North Carolina Bar Association Intellectual Property Law Section. He has received national recognition for his work in trademark and copyright law, including a listing in The Best Lawyers in America® since 2009 and being named Trademark Attorney of the Year in the Charlotte market in 2014, 2017 and 2019.

Click here to view a recording of the webinar.