

VLP Partner Brian Davis Participates in Webcast on Trademark Filing Strategies, Sponsored by the North Carolina Bar Association

Brian Davis, Partner and Co-Chair of VLP's Intellectual Property Practice Group, participated in a one hour webcast sponsored by the North Carolina Bar Association. The live webcast, titled "Trademark Filing Practice: Common Pitfalls Associated with Use vs. Intent to Use, Section 44 and Madrid Applications," was presented on April 20, 2016. Brian was part of a three person panel.

One of the most basic of US trademark filing concepts is the need to specify a "basis" for the application. However, recent developments in the marketplace and in case law have created some ambiguity around this concept that can have serious consequences for clients and their trademark rights.

In this Webcast, the speakers provided attorneys with practical tips regarding:

- ➔ Determining if "use" of a mark has begun for trademark registration purposes, and the consequences for incorrectly claiming use in an application
- ➔ Evaluating when, and how much, to rely on foreign registrations for US filings
- ➔ Foreign filing strategies, including when it is best to utilize the Madrid Protocol vs. national applications in foreign jurisdictions