

BIG IDEAS MATTER. COVER YOUR (GLOBAL) ASSETS!

Why manage and protect your global brand?
Your brand tells the world who you are and
identifies your products and services.

If developed, maintained, and enforced wherever you are doing business, you may maximize brand equity and recognition internationally. Please join Amy Pruett for a discussion on what steps you should take to protect your most important assets in the U.S. and beyond.

Amy will conduct a webinar to address the following questions:

- > What are you doing to ensure your brands, taglines, creative content and works are available and protected?
- > Do your contracts clearly define each party's rights and ownership?
- > Are you using any third-party content, like pictures, text, likenesses, bios, music or other works in a manner that needs to be authorized or licensed?
- > Do you need to search for other similar brands before using a mark?
- > Do you need to federally register, renew and enforce use of your marks and creative content?
- > Are you challenging third-party infringement to protect your intellectual property?
- > Do you have work-for-hire agreements with developers who create your content?
- > Where and how do I need to protect my brand internationally?
- > How can I prevent similar international brands from use in the U.S.?
- > What are some requirements for filing and maintaining trademark applications internationally?

WE CAN HELP

**WILLIAMS
MULLEN**
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Amy G. Pruett helps her clients understand and protect their intellectual property rights; challenge third parties who are infringing upon such rights; choose names and brands for their businesses, products, and services; and negotiate deals involving intellectual property assets. She prosecutes thousands of copyrights and trademarks; advises

on infringement, domain name disputes, trade secret misappropriation, unfair competition, false advertising, contract and business tort claims; and handles hundreds of international intellectual property portfolios.

Clients who depend upon Amy for their intellectual property needs include companies involved in craft brewing, wineries, food and beverage manufacturing, entertainment, health care, consumer products and services, and software development, among other industries.

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