



Anna L. King and Luke S. Curran write about the significance of sound marks in Landslide magazine

Anna L. King and Luke S. Curran discuss why registration of sound marks is a key business strategy and will become more frequent at the U.S. Patent and Trademark Office in their article, "The Hidden Persuader: Sound Marks as Sonic Indicators of Source."

Click [here](#) to read the article.

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