



Heather Smith-Carra joins Trademark Panel at WTR Live: Brand Strategy Summit

Banner Witcoff shareholder Heather Smith-Carra will participate in a panel discussion at the WTR Live: Brand Strategy Summit on Wednesday, October 14.

The panel, "Glow Up Your Trademark Portfolio," will explore:

- Legacy marks and rebrands: what to keep, cut and repurpose
- Making the deal work: IP checks that can drive or derail M&A
- Scale across borders without adding portfolio clutter

Banner Witcoff is a proud sponsor of the WTR Live: Brand Strategy Summit. More information is [available here](#).