Helen Hill Minsker presents “International Searching and Filing Strategies” at PLI’s Fundamentals of Trademark Law in the Global Marketplace 2018 in Chicago

June 14, 2018

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The annual fundamentals program on this dynamic area of intellectual property law will take attendees through a complete survey of the basic tenets underpinning trademark law, including concepts such as likelihood of confusion, dilution and trademarkability.

Ms. Minsker’s program will address seeking protection in different jurisdictions, CTM and Madrid Protocol, working with foreign counsel to clear marks and strategies for in-house counsel.

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