



Helen Hill Minsker presents “TTAB Treatment of Related Goods in Assessing Likelihood of Confusion: Is Anything NOT Related Anymore?” at PLI’s Intellectual Property Institute 2018 in New York City

October 1, 2018

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Ms. Minsker will discuss:

- The general standard for applying “related goods”
- Does “No per se rule...” apply anymore?
- Should industry consolidation change the likelihood of confusion analysis?
- Challenges in proving differences in channels of trade in today’s interconnected world
- Tips for presenting arguments and evidence for related goods issues

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