Joe Berghammer to Moderate Panel on Protecting Product Packaging at IPO's Annual Meeting

September 25, 2019

Banner Witcoff attorney Joseph J. Berghammer will moderate a panel on Sept. 25 at the Intellectual Property Owners Association (IPO) 47th Annual Meeting in Washington, D.C.

Joe, a member of the IPO's Annual Meeting Program Committee, will moderate a panel exploring practices to protect product and product packaging trade dress. The panel will address strategies to obtain and maintain these rights, distinctions in protectability among jurisdictions, and the risks and rewards to registering product and product packaging rights.

Panelists will include Sophie Anger of Mars, Inc.; William Miller of General Mills, Inc., and Christine Pompa of YETI.

Click here to register or for more information about IPO's Annual Meeting.