When Trademarks Aren’t Enough: Closing the Gaps in Brand Protection

Shareholder Heather Smith-Carra will speak at INTA’s 2026 Trademark Administrators and Practitioners (TMAP) Meeting on Tuesday, September 29 in Baltimore, Maryland.

Heather’s session, “When Trademarks Aren’t Enough: Closing the Gaps in Brand Protection,” will explores how trademark professionals can move beyond trademark-only strategies and leverage copyright, design rights, rights of publicity, patents, and even contractual controls to address real-world risks. The discussion will focus on actionable frameworks for identifying the “right right” for the problem, collaborating across legal and business teams, and building integrated IP strategies that support enforcement, commercialization, and long-term brand integrity.

More information about the TMAP Meeting can be found here.