



WITCON Delivered Lands at YETI in Austin, Texas

September 28, 2023

On Thursday, September 28, Banner Witcoff hosted the second WITCON Delivered at the YETI Corporate offices in Austin, Texas. Banner Witcoff attorneys Michael Krashin and Brad Van Pelt presented on cutting edge approaches to using design patents and protecting business goals.

The presentation titled, “Patent Strategies: Using Design Patents to Help Achieve Your Company’s Business Goals,” addressed the business considerations in obtaining design patents, strategies for success in developing an IP portfolio that includes design patents, and how design patents can be used effectively domestically and internationally to protect a business, including from competitors, imitators, and counterfeiters.

The next WITCON Delivered will be held November 16 in Charlotte, North Carolina. Email events@bannerwitcoff.com to join our mailing list, or [subscribe by clicking here](#).

