

BRANDING LEGAL ISSUES IN THE WINE, BEER, AND SPIRITS INDUSTRIES

Date	11.15.2016
Time	5:30 - 6:30pm
Location	Las Positas Vineyards

This program will address the what, why, and how of legal branding issues in the alcoholic beverage industries and is specifically geared toward players in the industry looking to grow.

What are the legal issues around branding in these industries? This program will discuss trouble spotting issues with your trademarks, developing strong brands, trademark clearance searching, geographic terms in brands can be problematic, and IP issues involved in label designs.

Why should our company care about/invest in due diligence and protection of our brands? This program will discuss recent cases in the industry and the potential pitfalls and costs of leaping before you look.

How should we choose brands, protect brands, and enforce our rights? This program will discuss guidelines and practices that can help reduce your risk and build your brand over time to best position your beverage company for growth or acquisition.

Speaker:

Dana Brody-Brown is a trademark attorney in Hoge Fenton's Intellectual Property Group.

For more than 15 years, Dana has worked with clients from startups to Fortune 100 companies, helping those companies protect their brands and position themselves for growth.

A special thanks to Livermore Valley Winegrowers Association, for their assistance with this program.

Las Positas Vineyards
1828 Wetmore Road
Livermore, CA 94550

Please RSVP by November 8th by contacting Theresa at 408.947.2487 or by email by clicking the link below.

Register for this event »

Related Attorneys

- Dana Brody-Brown