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Ian Block Quoted in *Bloomberg Law* Article Discussing Supreme Court's Potential Reversal of 'Trump Too Small' Trademark Registration

Ian Block, partner in the Intellectual Property group, was quoted in the *Bloomberg Law* article "Justices Probe Why—Not If—'Trump Too Small' Trademark Is Doomed." The article discusses the recent oral arguments at the US Supreme Court, which indicate a likely reversal of a lower court's decision to allow the registration of the "Trump Too Small" trademark. It highlights the central question of whether the government's ban on registrations referencing living individuals without their consent violates the First Amendment and how this potential reversal may impact trademark registrations and broader free speech issues.

Ian highlighted the alignment of the ban on registrations referencing living individuals without their consent with right of publicity principles and its role in preventing consumer deception.

Read the complete article [here](#). (subscription may be required)

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