

## Publication

---

05/02/2018

### Charting a Course to Success in Reverse Confusion Claims and Fair-Use Defenses

Antony J. McShane authored the article “Charting a Course to Success in Reverse Confusion Claims and Fair-Use Defenses,” published in the April/May 2018 edition of *World Trademark Review*. In the article, Tony describes how last year’s *Marketquest* decision can be used as a road map for dealing with trademark infringement claims based on reverse confusion and in making a fair use of a trademark.

[Click here to read the article.](#)

---

#### CLIENT SERVICES

Intellectual Property

Trademarks, Copyrights & Trade Secrets

---

#### RELATED PEOPLE

Antony J. McShane