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Publication

05/27/2021

Trafficking in Trademarks

Intellectual Property partner Mike Turner authored the *IPLaw 360* article "Trafficking in Trademarks." While brand owners are becoming more sophisticated in their approach to protecting their brands, so too are those who seek to cash in on the goodwill and renown of those brands. One tactic being implemented by such parties is known as a form of "mark squatting."

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