Trademark Primer for New Companies

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O'Melveny Intellectual Property & Technology lawyers Mark Miller and Scott Pink authored a primer titled “Trademark Basics and Trademark Use,” which guides new companies and entrepreneurs through the basics of trademark law. The primer provides information on trademark rights, the use and value of trademarks, trade dress, enforcing trademark rights, and trademark registration. Companies and individuals considering trademark use or concerned about trademark infringement will find many of their questions answered in the primer.

For more resources for new companies and entrepreneurs, visit www.omm.com/momentum.