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IN THE NEWS

CEO World Features Article Co-Authored by Sheldon Klein on the Importance of Trademarking High-Profile Names

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Sheldon Klein and Hannah Lutz wrote the article, "[BLACK LIVES MATTER: Name Confusion and the Importance of Trademark Law](#)," for CEO World that discusses the importance of a strong, protectable mark to prevent other organizations from adopting confusingly similar marks.

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Sheldon H. Klein

Senior Counsel

Washington, D.C.

202.295.2215

sheldon.klein@lathropgpm.com

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