



EVENTS

IP Protections for Your Franchise Brand Webinar

IP Touchtone 360: Creating a Circle of Protection Around Your Franchise Brand

04/24/2024 | less than a minute

Date:

4/24/2024

Time:

10:30 a.m. – 11:00 a.m. CT

Location:

Presented via Zoom Webinar

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Having a comprehensive strategy of brand protection is the touchstone of a successful brand. Franchise growth entails expansion and reaching new customers. In this webinar hosted by Lathrop GPM Franchise & Distribution Practice Group Leader [Liz Dillon](#), Lathrop GPM trademark attorneys [Amy Brozenic](#) and Nicole Dobyne discuss how franchisors can protect their brand IP while adding value.

In this session, we'll cover:

- Trademark portfolio management.
- Creating strong trademarks and minimizing risk of infringement.
- Adopting and enforcing brand use guidelines.
- Social media endorsements.
- Website privacy policies.

Questions? Contact events@lathropgpm.com.

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