



EVENTS

Lathrop GPM Attorneys Hold Prominent Roles at Trademark Seminar

03/17/2025 | less than a minute

Partner Eric Sidler will present on the topic of consumer surveys in trademark litigation at Practising Law Institute's (PLI) **Advanced Trademark Law 2025: Current Issues Seminar**, taking place in New York on Thursday, March 27. Eric's presentation will include information on trademark survey types, procedural timing and best practices for deploying this litigation tool that is increasingly expected as evidence by judges in trademark cases.

Lathrop GPM Senior Counsel Sheldon Klein will deliver opening remarks and moderate the seminar as co-chair. Sheldon will actively moderate, in particular, a segment featuring two Trademark Trial and Appeal Board (TTAB) judges.

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