



Franchise Webcast: Intellectual Property in Franchising - How to Protect Your Brand and Build Value

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Webinar

Live webcast

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Franchisors always want to know the best ways to grow their systems and support their franchisees. One hallmark of successful franchise systems is a robust portfolio of intellectual property.

In this webinar, Gray Plant Mooty attorneys Jennifer Debrow and Ryan Palmer will discuss how you can turn your trademarks, copyrights, and other intellectual property into valuable assets, and how to protect your rights and your system when a competitor overreaches.