



IP Protections for Your Franchise Brand Webinar

April 24, 2024

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

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@lathrooggpm.com.