



navigating a brave new world: best practices for digital trademarks

Beverly Hills Bar Association's IP, Internet & New Media Law Section

July 18, 2019
12:30 PM - 2:00 PM (PT)

Eleanor M. Lackman will be speaking on the panel, "Navigating a Brave New World: Best Practices for Digital Trademarks," for the Beverly Hills Bar Association's IP, Internet & New Media Law Section on July 18, 2019.

"Navigating a Brave New World: Best Practices for Digital Trademarks"

Please join us as our speakers explore hot topics in digital trademarks. Our discussion will include whether use of a competitor's trademarks in Google AdWords may be infringing, covering the numerous lawsuits in this space. We will also discuss trends and principles in trademarking hashtags. As digital media introduces new legal intricacies, learn about best practices in this developing area, with practical tips for trademark practitioners and beyond.

- Gavin Charlston - Google
- **Eleanor M. Lackman - Mitchell Silberberg Knupp LLP**
- Amy A. Breyer (Moderator & Program Chair) - Breyer Andrew LLP

**1.5 Hour MCLE Offered*

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attorneys

Eleanor M. Lackman

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