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# a designer and a lawyer walk into a brewery: a guided conversation on creating and protecting a compelling brand

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## California Craft Brewers Association Spring Conference

San Diego, California

May 7, 2019

MSK Partner Alesha Dominique presented spoke on the panel "A Designer and a Lawyer Walk Into a Brewery: A Guided Conversation on Creating and Protecting a Compelling Brand" at the California Craft Brewers Association Spring Conference on May 7, 2019.

Breweries face many branding and marketing decisions that can impact their visibility, reputation, and growth. These decisions are fraught with legal ramifications that must also be considered. Through a moderated discussion, a brewery representative, branding expert, and attorney will explore several contemporary issues, including those arising from pop culture/celebrity-influenced beer names; expanding your distribution into new regions; extending your brand to new products; and protecting elements beyond your brewery and beer names.

## practice areas

intellectual property