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# a lawyer walks into a bar... a guided conversation on creating and protecting a compelling brand

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## **American Craft Spirits Association Annual Convention**

Louisville, Kentucky

December 4, 2021

Alesha Dominique and Alexandra Anfuso presented on the panel "A Lawyer Walks Into A Bar... A Guided Conversation on Creating and Protecting a Compelling Brand" at the American Craft Spirits Association Annual Convention on December 4, 2021.

The creation of a unique and recognizable brand is key to capturing and cementing consumer loyalty. An effective branding strategy is something every distillery must work through carefully. Indeed, effective strategies require thoughtful consideration of the creative and business goals sought to be achieved, as well as the legal ramifications of the choices made.

In this presentation, lawyers from Mitchell Silberberg & Knupp lead the audience through the development of a brand-based marketing strategy and, in doing so, provided practical steps distillers can employ to establish a strong, effective, and protectable brand and avoid infringing on the intellectual property rights of others.

## **attorneys**

Alexandra Anfuso

## **practice areas**

intellectual property