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# protecting trademarks/Profiting from trade

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The L.A. Hotel | 333 S. Figueroa St., Los Angeles, CA 90071

March 28, 2017  
10:45 AM to 11:35 AM (PST)

Su Ross and Evan Kent will be speaking on "Protecting Trademarks/Profiting from Trade" at the 2017 **Asia/Pacific Business Outlook (APBO) Conference** on Tuesday, March 28, 2017.

Protecting your trademarks is critical to successful international trade. However, the trademark registration process elsewhere is very different than in the U.S.. This presentation will explore these differences and discuss trademark protection strategy for expanding your product line overseas, including best practices, whether you are seeking to protect your own trademarks or trade in legitimate goods with the trademarks of others on them.

## More Information

## attorneys

Susan Kohn Ross

## practice areas

intellectual property  
international trade  
regulatory  
trademarks & brands