



evan kent quoted in the *california real estate journal*

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Evan Kent outlines the benefits of effectively naming properties with the *California Real Estate Journal* in "Trademarks Help Protect Real Estate Brands: Developers and investors can make their projects stand out with distinctive names." By recognizing the potential of naming properties, real estate investors and brokers can protect and promote their brand names through trademarks. Kent states: "I haven't tended to see as much activity for protecting trademarks in the real estate area as you would like to see in real estate. It's probably something they should be considering a lot more to distinguish their properties or services from their competitors."

practice areas

entertainment & ip litigation
trademarks & brands