



commentary: recent craft beer trademark battles show importance of ip diligence

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Aaron Wais authored the article, "Commentary: Recent Craft Beer Trademark Battles Show Importance of IP Diligence," published by *Craft Brewing Business* on February 26, 2018.

From the article..

"Every brewery has a story to tell, and often that story is reflected through the trademarked names and logos it chooses for itself and its beers. Over time these trademarks come to immediately impart information to consumers about the brewery's reputation and its product quality. For these reasons, choosing a trademark is of paramount importance.

Several recent cases, however, highlight that there is more to choosing a name than meets the eye. From cities to deceased famous musicians, breweries have found themselves in unexpected fights over the names they have chosen for themselves and their beer."

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