Audit Your Brands - An Essential Part of International Legal Advising

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In a recent article published by the State Bar of Wisconsin's *International Law Blog,* Lisa Bridge discusses how to best protect client brands in a changing global marketplace. In the article Lisa provides tips for attorneys on how to protect their clients' interests, such as auditing client trademark portfolios, registering brands early and evaluating if client brands are protected.

Click here to read the full article.

PROFESSIONALS

Elisabeth Townsend Bridge Partner

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