



THINK FORWARD

Brinks Gilson & Lione Attorney Howard Michael To Present On Trademark Enforcement at Trademark and Copyright Summit

February 17, 2017

CHICAGO—Howard Michael, a trademark attorney and shareholder at intellectual property law firm Brinks Gilson & Lione, will present “The Decision: Balancing Trademark Enforcement & Business Cost” at Centerforce’s Second Annual Trademark & Copyright Summit, on March 16, 2017 at the W Hotel in New York.

Michael, who co-chairs the trademark practice group at Brinks, joins a panel of five in-house attorneys who will offer insights on how to develop a balanced trademark enforcement strategy that preserves brand equity and market share. They will discuss methods for identifying marks that merit policing, questions to consider in prioritizing enforcement, and ways to avoid common mistakes in trademark litigation.

During his nearly 20 years in practicing intellectual property law, Howard Michael has helped protect trademarks, copyrights, and trade secrets for many of the world’s largest companies. He focuses in particular on high-stakes, fast-moving trademark counterfeiting matters, and works closely with U.S. Customs and Border Protection and the U.S. Marshals Service to stop counterfeit goods. Michael appears regularly in federal court and before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office. He speaks frequently on trademark topics.

Brinks is a sponsor of Centerforce’s Second Annual Trademark & Copyright Summit. The event is designed to bring together thought leaders in trademark and copyright law to uncover the challenges and opportunities of effective brand and content protection strategies in the digital age of e-commerce, mobile advertising, and social media.

More information is at <http://cf-conferences.com/conferences/the-2nd-annual-trademark-copyright-summit-nyc/overview>.

Brinks Gilson & Lione

Celebrating its centennial year in 2017, Brinks Gilson & Lione is one of the largest intellectual property law firms in the US, and helps clients around the world to protect and enforce their intellectual property rights. Our more than 140 lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and medical devices. More information is at www.brinksgilson.com.