

International Trademark Association's 141st Annual Meeting | Advertising Law: Global World, Global Issues

On Tuesday, May 21, Brooke Erdos Singer, Davis+Gilbert Partner in the Intellectual Property + Media and Advertising, + Marketing practice groups, will moderate a Table Topic titled, "Advertising Law: Global World, Global Issues" at the International Trademark Association's 141st Annual Meeting taking place in Boston, MA.

Session Overview

The internet and social media have made it easier for brands to target a broader international audience. In addition to clearance of trademarks and logos in all targeted jurisdictions, brands must consider international rules, regulations and cultural norms before rolling out what they believe to be a "one size fits all" advertising campaign. This Table Topic will discuss hot topics in global advertising law and how to successfully advertise in a turbulent global marketplace.

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