

Insights: Events

How Far Can You Bend A Mark Before It Breaks?

INTA Annual Meeting

Tuesday, May 24, 2016 -

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INTA Annual Meeting (Orange County Convention Center)

“How Far Can You Bend A Mark Before It Breaks?” INTA Annual Meeting, Orlando, FL, May 2016.

In today's market, trademarks are no longer static symbols, but instead are dynamic indicators of brand and origin. This panel offers a global perspective on fluid marks, as well as legacy and heritage marks, and genericide. Speakers will offer their perspectives on:

- The potential commercial impact of changing or varying a mark.
- How to maintain protection in marks in the absence of use.
- Possible vulnerability that can result from a “successful” advertising and marketing campaign.

Kilpatrick Townsend Partner **Maria Baratta** will moderate the panel.

For more details or to register, please click [here](#).

Event Details

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9899 International Dr

Related People



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