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Top 10 Considerations in Helping Your Marketing Team Clear IP Hurdles

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"Creative advertising can drive revenue and build brand strength. A duck drove a supplemental insurance company into national prominence, and golden arches symbolize a network of hamburger restaurants. Other examples are plentiful.

Legal departments can support this innovation through safeguards that avoid infringing or misappropriating the rights of third parties. These 10 considerations can help provide safeguards."