

Insights: In The News

Good Tech Conquers Whack-A-Mole But Risks Info Overload

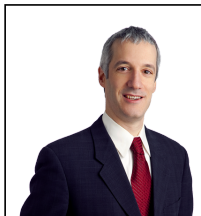
Managing Intellectual Property

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David Caplan talks to *Managing Intellectual Property* on enforcing trademarks with technology and brands' strategy in "beating down infringement."

From *Managing Intellectual Property*: Trademark attorneys who have a solid technology strategy can more easily beat down infringement but should avoid getting overwhelmed by too much information.

Related People



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