

Insights: Publications

A Brand Owner's Guide to Social Media

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We are pleased to present you with our Social Media Guide. This guide provides an overview of some of the most popular social media platforms as of May 2013. It is intended to introduce all brand owners to the top social media sites, provide insight on how they can best be utilized, and offer guidance on how to address the various types of intellectual property abuses that may occur in the social media space. However, because the social media world is constantly changing, readers are advised to verify the current accuracy of the data provided as time passes.

We are committed to the pursuit of our clients' business objectives. We can best assist our clients in achieving these objectives when they understand the relevant law and related issues. We like what we do and enjoy educating our clients and friends in support of their efforts to succeed. We look forward to the opportunity to assist you in dealing successfully with the specifics of your intellectual property needs.

Related People



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