

Insights: News

Kilpatrick Townsend's Marc Lieberstein Named Co-Chair of INTA Licensing Sub-Committee

January 27, 2020

NEW YORK (January 27) – Kilpatrick Townsend & Stockton announced today that **Marc Lieberstein**, a partner in the firm's [New York office](#), has been named 2020-2021 Co-Chair of the International Trademark Association (INTA) Licensing Sub-Committee for INTA'S Commercialization of Brands Committee (CBC).

Mr. Lieberstein, who has been actively involved with [INTA](#) throughout his career, now joins the overall CBC Leadership Team, consisting of the following subcommittees:

- Advertising and Regulations;
- Brand Growth Strategies for SME Entrepreneurs;
- Brand Valuation and Evaluation;
- Global Brand Transactions and Due Diligence; and
- Licensing.

The 2020-2021 kick-off meeting for the CBC Leadership Team will take place on Thursday, February 6.

Mr. Lieberstein is the Co-Chair of the [Franchise Group and Retail & Consumer Goods Industry Team](#). His practice focuses on intellectual property licensing and franchising in the retail/consumer goods and services areas, fashion/apparel and accessories, food and beverage, and commercial/industrial design, including the drafting, negotiation, and enforcement of license and franchise documents and agreements, as well as implementation of branding and commercialization objectives for clients via licensing and franchising.
