Insights: Publications

The Universal Language of Non-Verbal Design Marks

Managing Intellectual Property

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Numerous global brands have adopted design marks without words as their primary branding device. These universal sign marks can transcend cultural and language barriers. What challenges do they present from a trade mark perspective?

Lisa Pearson and Jill Tomlinson were named recipients of the prestigious **2016 Burton Award** for distinguished legal writing of this award-winning article.

Related People



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