Insights: Alerts

5 Key Takeaways What You Need to Know in the US and Latin America About Franchising and IP

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Kilpatrick Townsend Partner Marc Lieberstein, Co-Chair of the firm's Retail & Consumer Goods Industry Team and member of the Firm's Latin American Focus Group, recently joined other thought-leaders on an international panel to discuss differences in franchising that companies may face in the US versus Latin America – "To Franchise, or Not To Franchise, That is the Question: What You Need to Know in the US and Latin America About Franchising and Intellectual Property." This New York State Bar Association Intellectual Property Section event held on November 9th, included Mr. Lieberstein, Gustavo Alcocer (Partner, Olivares, Mexico) Tatiana Campello (Partner, Demarest Advogados, Brazil), and Martha Bonett (Partner, Cavelier Abogados, Columbia).