Insights: Publications

The Trademark Modernization Act of 2020 What Will Its Impact Be on Franchising

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The final months of 2020 were punctuated by a well-publicized debate between the executive and congressional branches on legislation involving COVID-19 related stimulus funding and the Consolidated Appropriations Act, 2021, which included funding necessary for the federal government to operate into 2021. Much of the Consolidated Appropriations Act was the result of months of bipartisan negotiation. Indeed, certain components of that legislation were not controversial at all and had substantial bipartisan support. One component receiving little attention by major media outlets, either before or after the passage and signature into law of the Consolidated Appropriations Act, was the Trademark Modernization Act of 2020.

Mr. Bussert's article begins on page 13 in The Franchise Lawyer.