

Insights: Publications

So What's in a Name? Understanding, Identifying, Protecting and Using Trademarks: The Basics for Hoteliers

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Trademarks—a/k/a brands, marks, logos, taglines, servicemarks—are often the most important pieces of intellectual property a hospitality industry member can own. A trademark is the owner's “good name,” a clear and concise representation of its reputation in the marketplace. This paper will discuss the basics of trademark legal protection and practice in the United States, and will provide some practical tips for protecting, strengthening and policing those marks.

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