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Protecting Trademark Rights in Bankruptcy—Part 1

INTA Bulletin, Volume 7, Issue 3

January 19, 2022

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The COVID-19 pandemic has led to several well-known retailers seeking bankruptcy protection. The first article in this two-part series looks at the impact of bankruptcy on trademark licensors and licensees under U.S. law, and the remedies and strategies available to protect the rights of licensors and licensees.

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