

Lippes Mathias' Matthew D. Asbell Explores U.S. and Canadian Trademark Law During Lawline Webinar



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Matthew D. Asbell, a member of Lippes Mathias' intellectual property practice team, recently joined Canadian trademark lawyer Selena Altro Paperman to present a webinar hosted by Lawline titled "Protecting Your Clients' Trademarks in Canada." This program highlighted critical distinctions between U.S. and Canadian trademark law and their practical implications for U.S. businesses expanding into Canada.

The session provided attendees with valuable insights into the challenges and opportunities associated with cross-border intellectual property issues. Participants explored how U.S. and Canadian trademark rights are acquired, key differences in registration processes, and strategies to minimize legal risks while enhancing brand protection in Canada.

Learning Objectives Included:

- Differentiating foundational principles of U.S. and Canadian trademark law
- Identifying key differences in trademark registration processes between the two jurisdictions
- Assessing the impact of these legal distinctions on U.S. businesses operating in Canada

- Applying best practices to navigate Canadian trademark law effectively

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