

Evan Everist Shares Insight into IP Rights Behind Viral Phrases

by Evan Everist

IP Partner Evan Everist was recently interviewed by Annelise Gilbert for Bloomberg Law. Social media stars have been taking advantage of opportunities to secure intellectual property rights for viral phrases and branding. Evan noted the recent "frenzied competition" among viral creators to register trademarks.

Learn more by reading the [full article](#) on Bloomberg Law.

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- Evan Everist

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