

In Case You Missed It – Our Top 10 Most Viewed Posts in 2017

December 29, 2017 – The TMCA

by J. Michael Keyes and Sandra Edelman



As [TheTMCA.com](#) wraps up a successful 2017 (we were named one of the ABA's top 50 blogs! and [Law.com](#) profiled one of our editors) we want to thank our clients, friends and readers who support our blog.

In case you missed them, here are our top 10 most viewed posts of 2017, from the Federal Trade Commission's guidance on social media posts, to new TTAB and USPTO rules, and Seussisms to guide you through fair use.

Related People

- J. Michael Keyes

Related Capabilities

- Trademark, Copyright + Advertising
- Intellectual Property Litigation

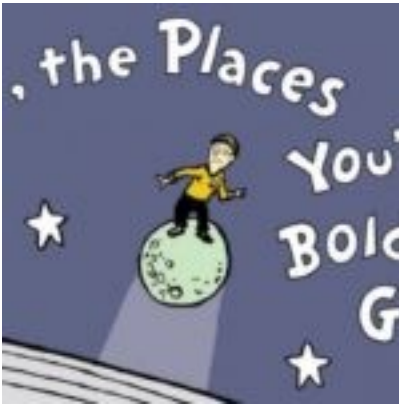
TOP 10 MOST VIEWED POSTS OF 2017



- [Phish Snared in Trademark Office's Net Due to Phan Products](#)



- [Change is Coming: New Rules for TTAB Opposition and Cancellation Proceedings](#)



• Fair Use on The Loose For The Great Dr. Seuss!



• Who Owns That Trademark – The Manufacturer or the Exclusive Distributor?



• New Federal Law Protects Consumers' Right to Post Negative Online Reviews



• Dear Influencers: It's the FTC, Again – FTC Issues 21 Follow-up Warning Letters



• Sued for Retweeting – Yes, That Just Happened



• Dear

The

Influencers:
#FullDisclosure we use
Instagram too. Love,
FTC – Warning letters
provide guidance to influencers, celebrities and
brand owners



• Launched July 8, 2017: New USPTO Rules to Clear "Deadwood" in the Federal Trademark Registry



• Another IP Lesson from Bikini Bottom: What "The Krusty Krab" Teaches Us About Trademark Protection for Fictional Places

We wish you a happy and

prosperous 2018!