

Thinking Offensively and Defensively About a Trademark Portfolio

by Kent J. Schmidt, Sarah Robertson, and Breanne Wernars

A prudent step in avoiding litigation claims is securing protection for trademarks and other distinctive marks from the time of a company's initial launch through its maturation and expansion. How can companies effectively manage their trademark portfolios and think about cross-border implications as the business expands to new markets? In this SharkCast episode, Dorsey Partner/Podcast Host [Kent Schmidt](#), Dorsey Partner [Sarah Robertson](#), and Dorsey Associate [Breanne Wernars](#) provide practical insights on trademark protection best practices.

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