

Social Media Law Update

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[How to Legally Protect Your Brand in the New Millennium](#)

By [Ted Max](#)

Brands have life cycles and the brands that create a credible emotional connections with the consumer are likely to be able to demand higher consideration and maintain brand loyalty. One must consider what legal protections to employ and which pitfalls to avoid in building a strong and evolving brand in light of the key trends for branding in the New Millennium.

Below is a copy of Ted Max's "How to Legally Protect Your Brand in the New Millennium" October 21, 2010, Emerging Companies presentation.

Click here for a copy of the presentation: www.socialmedialawupdate.com/uploads/file/Branding.pdf

Click here to listen to the webinar recording:

<https://soundpath.webex.com/soundpath/ldr.php?AT=pb&SP=MC&rID=44683082&rKey=fdaddbb92f8fb4>

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About Sheppard Mullin's Third Thursday Emerging Company Webinars:

Sheppard Mullin's webinar series is designed to educate entrepreneurs and emerging companies on the key legal issues they face during the growth of their companies. These complimentary 1-hour webinars are held through WebEx on the third Thursday of each month at noon. They will have both an audio and PowerPoint component. For details on our upcoming Third Thursday Webinars please visit our [website](#).