



# THINK FORWARD

## Shareholders Handelman, Frick Featured Presenters at PLI Program on Trademark Law

June 14, 2017

CHICAGO—Jeffery A. Handelman and Joshua S. Frick, shareholders and trademark attorneys at intellectual property law firm Brinks Gilson & Lione, will be featured speakers at the Practising Law Institute's Fundamentals of Trademark Law in the Global Marketplace 2017 at the University of Chicago's Gleacher Center on June 15, 2017.

Handelman, a nationally respected authority on trademark law, chairs this year's event and will deliver opening remarks and the welcome address, "Key Principles of Trademark Law and Unfair Competition." He will discuss likelihood of confusion; types of marks and how to protect them; common law use and use-based filings, registration, and enforcement; and unfair competition and dilution under Section 43(c).

Frick is a panelist for the session "Litigation Alternatives and Hot Topics in the U.S. and Abroad." The panel will explore practice tips relating to opposition and cancellation proceedings and Uniform Domain-Name Dispute-Resolution Policy; secondary liability of search engines, advertisers, and hosting services; and anti-piracy efforts and strategies for combating sales of counterfeit goods, among other topics. The session will include a trademark infringement simulation with an interactive video.

Jeff Handelman has more than 30 years of experience in handling complex intellectual property litigation; his clients include some of the world's best known brands. He focuses his practice on trademark, unfair competition, trade dress, dilution, false advertising, copyright, licensing, trade secret, and Internet-related matters. Handelman is the author of the two-volume Guide to TTAB Practice, a leading treatise in the field.

Josh Frick handles all aspects of trademark and copyright protection, including prosecution, portfolio management, transactions, and litigation. As a litigator, he has represented clients in federal court actions and in cancellation and opposition proceedings before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board. Frick's prosecution and counseling practice includes developing and maintaining domestic and international trademark portfolios, drafting clearance opinions, and assisting clients in creating enforcement programs.

More information about the program is at:

[http://www.pli.edu/Content/Seminar/Fundamentals\\_of\\_Trademark\\_Law\\_in\\_the\\_Global/\\_/N-4kZ1z10ob9?ID=290713](http://www.pli.edu/Content/Seminar/Fundamentals_of_Trademark_Law_in_the_Global/_/N-4kZ1z10ob9?ID=290713).

### **Brinks Gilson & Lione**

*Celebrating its centennial year in 2017, Brinks Gilson & Lione is one of the largest intellectual property law firms in the US, and helps clients around the world to protect and enforce their intellectual property rights. Brinks Gilson & Lione's more than 140 lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks*

*attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and medical devices. More information is at [www.brinksgilson.com](http://www.brinksgilson.com).*