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September 27, 2023

WTR Live: Brand Strategy Summit USA 2023



Perkins Coie sponsored the annual [WTR Live: Brand Strategy Summit](#). Partner Masa Noda was apart of a panel entitled "Fighting Fakes at a Time of Increasing Infringement," which discussed adapting e-commerce brand protection strategies and re-evaluating anti-counterfeiting strategies to stay ahead of infringement in a range of online and offline markets.

## Authors

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