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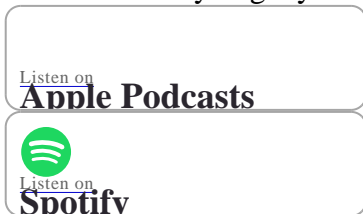
Trademark Law With Britt Anderson



On this episode of *The Tech Law Hangout*, we're excited to welcome Perkins Coie partner Britt Anderson to talk about trademark law. We discuss how trademark law overlaps with business and advertising, which can create complex legal issues for technology companies. Britt also digs deeper into why trademark rights may not be automatically granted with a company name and how you can apply for trademark registration in the United States and the rest of the world.

*"Salespeople often prefer descriptive trademarks, even with their weaknesses, because their descriptiveness makes it so easy for customers to understand the underlying product." - Britt Anderson*

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