



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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The Tech Law Hangout

Welcome to *The Tech Law Hangout*, where law and technology collide in a dynamic conversation. Join Jordan Becker, a patent attorney and partner at Perkins Coie LLP, as he explores this ever-evolving intersection.

Regularly joined by his Perkins Coie colleagues, this podcast dives deep into the essentials and innovative strategies of technology law, including intellectual property (IP), corporate, privacy, and tech transactions. Whether you're an innovator, entrepreneur, or corporate decision-maker in the tech industry, this podcast is your go-to resource for navigating the legal landscape. Tune in and join the conversation at *The Tech Law Hangout*.

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