Joseph J. Berghammer and Katie Laatsch Fink present “The Resurrection of Niche Fame” at the 2018 Midwest IP Institute in Minneapolis

September 28, 2018

Joseph J. Berghammer and Katie Laatsch Fink present “The Resurrection of Niche Fame” at the 2018 Midwest Intellectual Property Institute in Minneapolis.

In this presentation, they will use their perspective as Buc-ee’s counsel to explain why companies should be creative when involved in trademark lawsuits by looking to all potential causes of action, including state law trademark causes of action. They will also discuss the benefits of obtaining state trademark registrations for use in litigation.

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