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Increased Tariffs Create Opportunity To Protect IP Rights

Intellectual Property Partner Andraya Brunau authored an article for *Law360* titled “Increased Tariffs Create Opportunity To Protect IP Rights,” highlighting how heightened tariffs and expanded customs inspections present a timely opportunity for brand owners to strengthen border enforcement.

In the piece, she explains that recording trademark and copyright registrations with U.S. Customs and Border Protection (CPB) allows for the interception of counterfeit and infringing goods before they reach the U.S. market. Brunau encourages rights holders to leverage CBP's e-recordation system and enforcement tools to proactively safeguard their intellectual property.

Read the full article here.

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