April 4, 2022

The Game Plan: Conducting Trademark Clearance for New Team Names

Day Pitney Intellectual Property Attorney Brandon McCool authored the article, "The Game Plan: Conducting Trademark Clearance for New Team Names," for *Sports Business Journal*. The article details the unique trademark process sports teams such as the Cleveland Guardians, Washington Commanders and Seattle Kraken, must undergo when they are assessing names and logos for their franchises.

Read the full article here, it also appeared in the *Sports Business Journal's* Unpacks Newsletter here.

Authors



Brandon McCool
Senior Associate

Boston, MA | (617) 345-4756

bmccool@daypitney.com