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The Game Plan – How North American Professional Sports Franchise Conduct Trademark Clearance for New Team Names

Day Pitney Intellectual Property Attorney Brandon McCool expanded on his recent *Sports Business Journal* article published in April with, "The Game Plan – How North American Professional Sports Franchise Conduct Trademark Clearance for New Team Names," for the International Trademark Association Bulletin. The article details the unique trademark process sports teams must undergo when they are assessing names and logos for their franchises, and adds more specific examples and detail into the trademark law nuances involved in this process.

Read the full article here.

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