Greenberg Traurig’s Stephen Baird to Present at Strafford Publications Trademark Enforcement Webinar

Stephen Baird, a shareholder in the Minneapolis office of global law firm Greenberg Traurig, LLP, will present at a 90-minute Strafford Publications live webinar on “Trademark Enforcement: Analyzing Claims, Crafting Cease and Desist Letters, Monitoring Marks, and More,” May 1, beginning at 1:00 PM EDT.

MINNEAPOLIS (PRWEB) April 29, 2019 -- Stephen Baird, a shareholder in the Minneapolis office of global law firm Greenberg Traurig, LLP, will present at a 90-minute Strafford Publications live webinar on “Trademark Enforcement: Analyzing Claims, Crafting Cease and Desist Letters, Monitoring Marks, and More,” May 1, beginning at 1:00 PM EDT. Baird will be joined by Suffolk University Associate Dean for Academic Affairs, Leah Chan Grinvald, who is known for her research on domestic and international enforcement of intellectual property laws.

Baird, who has more than 25 years of experience protecting the trademarks associated with global brands, will provide his take on key recent developments in trademark law and best practices for creating a trademark enforcement strategy, while also diving into the subject of “trademark bullying,” a topic both Baird and Grinvald have spoken about together to national audiences.

“We will define the provocative term ‘Trademark Bully’ and provide tools to help understand what it means, when the term is applicable, and strategies for how to defend or settle a matter involving it,” Baird said. “With the increasing online presence of many businesses, it is essential that trademark counsel know how to employ a reasonable enforcement strategy that helps them avoid being either maligned online or branded as a trademark bully.”

Over the past decade, Baird has published more than 800 blog posts, and his writing has been described by one of the world’s leading marketing gurus and New York Times best selling author, Seth Godin, as “brilliant,” “refreshing,” and “endlessly interesting.” Baird has been selected to the Minnesota Super Lawyers list for more than 15 years, including being named among the Top 100 Super Lawyers in Minnesota, and has been twice named an Attorney of the Year by Minnesota Lawyer, most recently in 2013. Baird is also recognized in both Gold Bands of the World Trademark Review 1000 for his distinction in the field of trademark law, spanning trademark enforcement, litigation, prosecution, and strategy. He also has been recognized by IP Stars and The Best Lawyers in America© for more than five years.

Baird works with clients to address their most difficult trademark problems. He provides strategic guidance on trademark usage and clearance, branding strategies, domestic and worldwide portfolio management, U.S. and international trademark prosecution, trademark enforcement and litigation, internet domain name and trademark disputes, licensing, and anti-counterfeiting. Clients turn to him for his deep experience in trademark and branding matters for colleges and universities, apparel, jewelry, consumer products, sporting, hunting and other outdoor goods, food products and ingredients, building materials, medical devices and pharmaceuticals, chemicals, insecticides, and adhesive brands, all kinds of manufacturers, accounting, architecture, engineering, construction, and real estate development firms, restaurants, casinos, software companies, startups, design and creative firms, and banks and financial institutions.

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the United States, Latin America, Europe, Asia, and the Middle East. GT has been recognized for its philanthropic giving, was named the largest firm in the U.S. by Law360 in 2017, and is among the Top 20 on the 2018 Am Law Global 100. Web: http://www.gtlaw.com Twitter: @GT_Law.
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