

## Leo Loughlin Quoted in a WTR Article on Benefits of Trademarks

Media Mention  
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Partner Leo Loughlin is quoted in a World Trademark Review article on a new study that shows that start-ups and SMEs that invest in trademarks have a much better chance of experiencing high growth, yet only a small proportion of such businesses make this investment. Leo was quoted on the economics of timely trademarks relative to patents and how seeking protection early can prevent a costly rebranding in the future.

The article, "How Trademarks Can Transform a Start-up into a Unicorn," by Bridget Diakun, can be read [here](#).

### **Key Contact**

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### **Related Areas of Practice**

Emerging Companies  
Trademark Prosecution