

## COLLEN IP: The Sharing Economy: Radical Reproduction of "Owning" or Rebranding of Renting

3.15.18

The direct exchange of goods and services between individuals, rather than from business to consumer, is no longer a new phenomenon. Is this a revolution in the marketplace or just an evolution of the renting and file-sharing mentality? Spawning the gig economy and espousing a smaller environmental footprint, the 'sharing economy' is here to stay. Will this radically change how brands are used? Does this change how trademark law is applied?

**Read Part One - Introduction.**

### Related Areas of Practice

Brand Protection