

COLLEN IP: The Sharing Economy: Trademark Control for Collaboration Companies

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Related Areas of Practice

Brand Protection

The nuts and bolts operation of the collaborative economy parallels the franchising and network business models. Network, multilevel marketing companies, and franchisors have traditionally grown their businesses by charging fees for use of their established brands and business systems. A key factor is maintaining quality control over the independent participants providing the product or services; sometimes using the courts to enforce those standards. Sharing companies are continuing these traditional brand ownership procedures. **Read Part Two.**