

## Does An ACC With California, Stanford And SMU Need To Change Its Trademark?

Authored by Jess Collen for Forbes.com  
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Partner Jess Collen published an article entitled "Does An ACC With California, Stanford And SMU Need To Change its Trademark?" on Forbes.com. Jess is a contributor on the site and regularly writes on trademarks, branding, copyright, advertising, and patent law.

With changes to teams in college sports conferences, will trademarks that are "misdescriptive" be challenged?

To read the full article, please visit the Forbes.com website.

### **Key Contact**

Jess M. Collen

### **Related Areas of Practice**

Trademark Prosecution

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