

Is 'Meta' Really A Better Trademark? Don't Let 'Facebook' Be Your Playbook

Authored by Jess Collen for Forbes.com
Article
11.30.21

Partner Jess Collen published an article titled "Is 'Meta' Really A Better Trademark? Don't Let 'Facebook' Be Your Playbook" on Forbes.com. Jess is a contributor on the site and regularly writes on trademarks, branding, copyright, advertising, and patent law.

As Facebook engages in an almost unprecedented un-branding effort, Jess explores whether 'Meta' is a good choice from the perspective of a trademark lawyer.

To read the full article on Forbes.com, please [click here](#).

Key Contact

Jess M. Collen

Related Areas of Practice

Trademark Prosecution