

## There Is A Brand New Trademark Law In Effect. Should You Care?

Authored by Jess Collen for Forbes.com  
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Partner Jess Collen published an article titled "There Is A Brand New Trademark Law In Effect. Should You Care?" on Forbes.com. Jess is a contributor on the site and regularly writes on trademarks, branding, copyright, advertising, and patent law.

The new U.S. Trademark Modernization Act is designed to reduce the recent rise in fraudulent trademarks by modifying the federal trademark application and registration process.

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

### Key Contact

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### Related Areas of Practice

*Ex Parte* Trademark Expungement  
and Reexamination