

## Publication

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06/14/2023

### Ian Block and Andrea Fuelleman Author "Enforcing trademarks online: what brands need to know"

Intellectual Property attorneys Ian Block and Andrea Fuelleman authored the article "Enforcing trademarks online: what brands need to know," published in World IP Review on June 13. In the article, Ian and Andrea emphasize the growing challenge of online counterfeiting and highlight the need for brand owners to take proactive measures to protect their trademarks. They advocate for registering, monitoring, and enforcing trademarks with agencies such as the US Patent and Trademark Office (USPTO) to combat counterfeiters and safeguard brand reputation and financial interests.

They previously presented on this topic during the firm's Intellectual Property 102 Webinar Series.

[Click here to read the article in World IP Review](#)  
(subscription may be required)

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#### CLIENT SERVICES

Intellectual Property  
Trademarks, Copyrights & Trade Secrets  
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#### RELATED PEOPLE

Andrea Stein Fuelleman  
Ian J. Block