

SPEAKING ENGAGEMENTS

IP Fridays - Episode 47

DATE

February 5, 2016

SPEAKERS



**Kenneth D.
Suzan**
Of Counsel

Kenneth Suzan of the Minneapolis office, together with his co-host Rolf Claessen of Patentanwälte Freischem in Cologne, Germany, have completed and posted Episode 47 of intellectual property law podcast IP Fridays. The show is distributed at www.ipfridays.com, the iTunes Store, and Stitcher.com. This week's episode features an interview on luxury branding with JP Kuehlwein, executive vice president at Frederic Fekkai in New York City. During the podcast, Mr. Kuehlwein discusses his book, "Rethinking Prestige Branding: Secrets of the Ueber Brands," co-authored with Wolfgang Schaefer. The podcast also covers obtaining trademark protection for hashtag marks.

RELATED OFFICES



Minneapolis

P 612-333-2111

F 612-333-6798

sarah.evenson@btlaw.com