

## Attorney Presentation - “Brand Breach!: How Data Privacy & Cybersecurity Are Brand Problems...and Brand Opportunities”

### DATE

May 22, 2016

### SPEAKERS



**Brian J.  
McGinnis**  
Partner

Brian McGinnis, partner and member of the firm’s Intellectual Property Department and Data Security and Privacy Practice Group, moderated a Table Topic at INTA’s 2016 Annual Meeting on Sunday, May 22.

Brian’s topic, “Brand Breach!: How Data Privacy & Cybersecurity are Brand Problems...and Brand Opportunities,” explored how attorneys can help their clients deal with data privacy and security questions. In addition, Brian looked at often-missed opportunities that can be created by brand owners to build customer trust and brand equity.

INTA’s Table Topics are moderated discussions for groups of 10 people on a wide variety of timely and important issues.

### RELATED PRACTICE AREAS

Data Security and Privacy  
Intellectual Property

### RELATED OFFICES



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