

## SPEAKING ENGAGEMENTS

### IP Fridays - Episode 18

#### DATE

January 2, 2015

#### 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 18 of intellectual property law podcast IP Fridays. The show is distributed at [www.ipfridays.com](http://www.ipfridays.com), the iTunes Store, and Stitcher.com. This week's episode features Jordan Weinstein of the Washington, D.C., office and Adrian Dayton, a columnist for the National Law Journal on social media issues and founder of ClearView Social, a social media marketing tool for lawyers. Jordan discusses two trademark cases recently argued at the U.S. Supreme Court and Adrian covers the continuing importance of social media marketing for lawyers.

## RELATED OFFICES



### Minneapolis

P 612-333-2111

F 612-333-6798

[sarah.evenson@btlaw.com](mailto:sarah.evenson@btlaw.com)