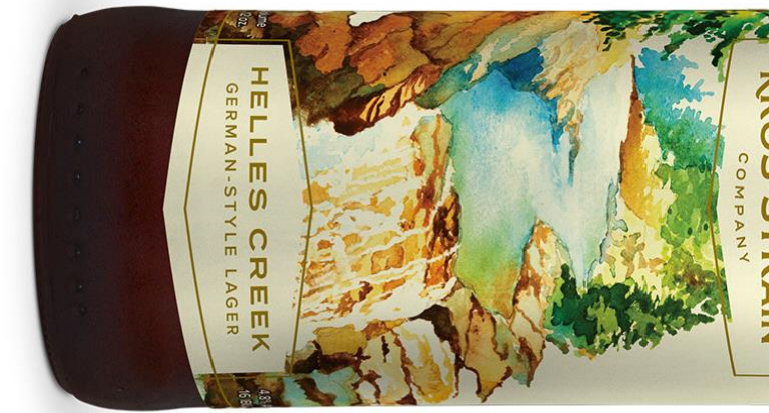




# A DESIGNER & A LAWYER WALK INTO A BREWERY

*A GUIDED CONVERSATION ON CREATING AND PROTECTING A COMPELLING BRAND*





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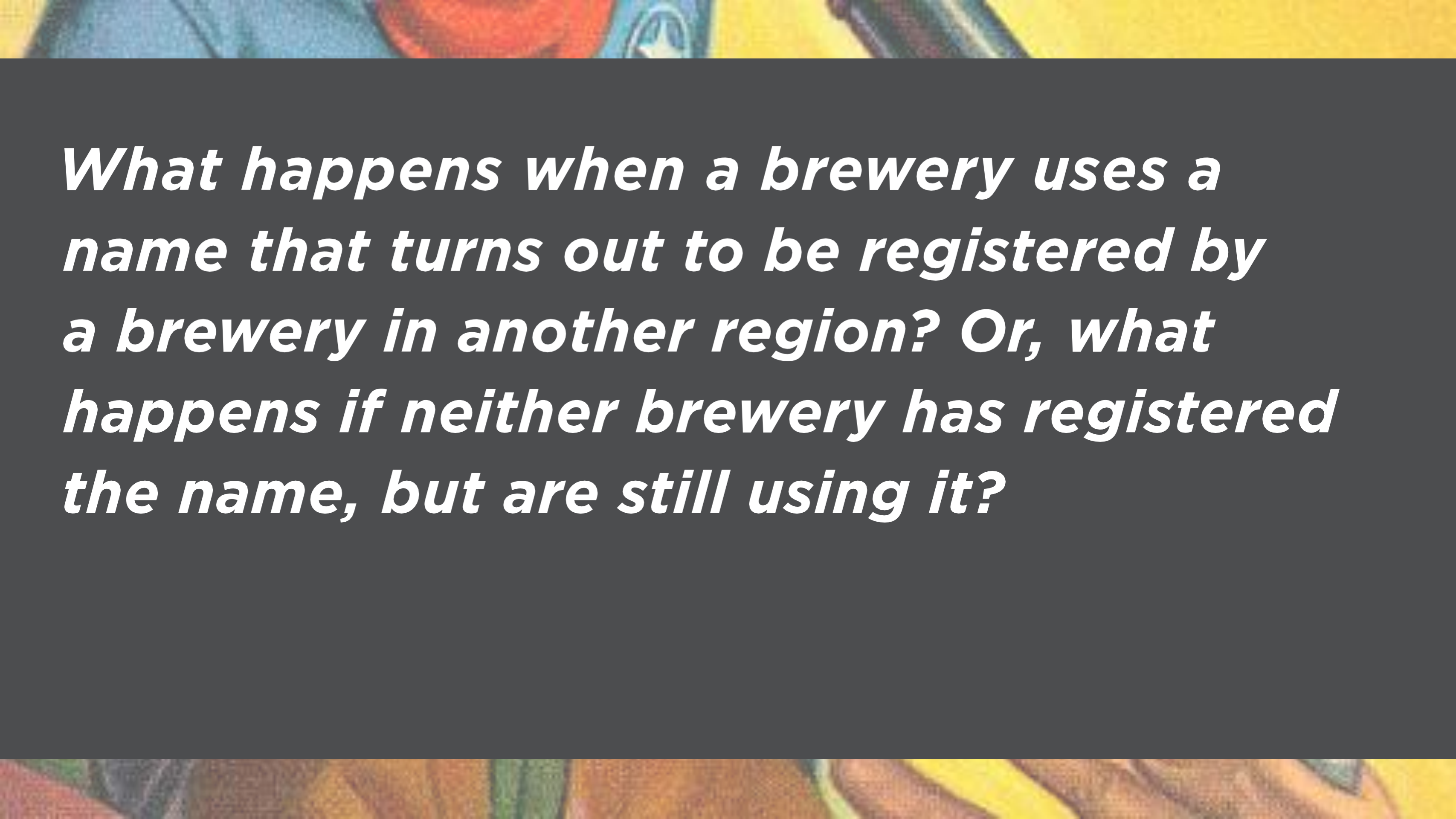
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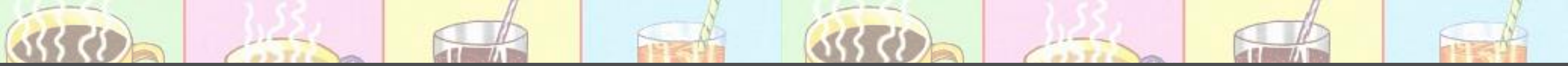
**There's a growing trend of breweries naming beers after popular film, TV, music properties and celebrities.**

***What are the branding and legal issues that can arise from this?***





***What happens when a brewery uses a name that turns out to be registered by a brewery in another region? Or, what happens if neither brewery has registered the name, but are still using it?***



**Brewery brand extensions are on the rise (cold brew coffee, seltzer, CBD-infused beverages)—*can you speak to the branding and legal considerations for using your brewery's name in one category versus another?***

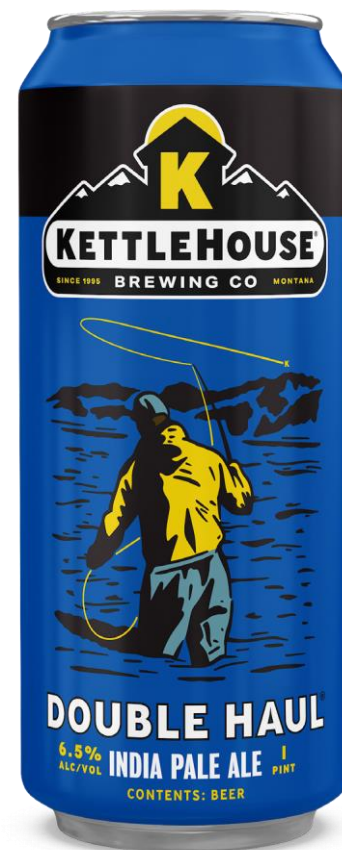
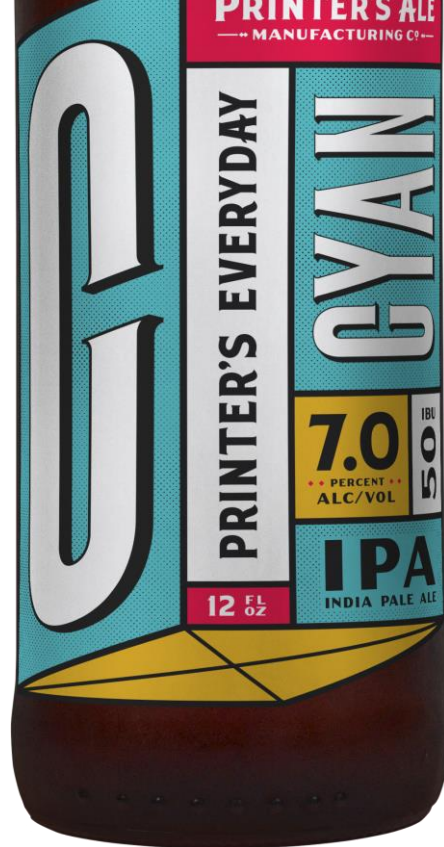


***Can you speak to some of the branding and legal ramifications of using a specific geographical name for your brewery name?***



***Beyond a corporate name, specific beer names and a logo, what other elements can you trademark and protect?***





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