

Related Services

Anti-Counterfeiting

Fake vs. Real: Anti-Counterfeiting Strategies to Protect your Brand

Event

10.12.2017

On November 30, Fredrikson & Byron's Anti-Counterfeiting Practice Group had a program featuring an in-depth review of the strategies needed to protect your brand online and stop revenue from bleeding out to unscrupulous counterfeiters. Grant Fairbairn and Courtney Thompson from Fredrikson's counterfeit prevention and enforcement teams joined a panel featuring the founder of a fashion product company, who has successfully fought back against knockoff products. We concluded the program with an interactive "Fake vs. Real" exhibition where Fredrikson attorneys showcased product case studies, providing practical takeaways to use to protect companies' brands in the marketplace.

Panelists:

- Grant D. Fairbairn, Attorney, Fredrikson & Byron, P.A.
- Courtney A. H. Thompson, Attorney, Fredrikson & Byron, P.A.
- Lindsay Soko, Founder, Boottique
- Michael Krause, Head of Global Customer Success, AppDetex

[Click here for a link to the program recording.](#)

For more information on this program or the Fredrikson & Byron's Anti-Counterfeiting practice, please contact Grant Fairbairn at gfairbairn@fredlaw.com.