



SpencerFane®

Advantage CLE: Low Hanging Fruit: Practical Steps for All Clients to Protect their Brands and Creative Content

June 17, 2025

12:00 pm CDT – 1:00 pm CDT

In today's competitive environment, clients often overlook easy ways to protect one of their most valuable assets – their intellectual property (IP). Almost every client owns valuable trademarks in its name and brand. Most clients also own copyrights, at least on their website, if not also in the content they create specific for their business. This practical webinar gives clients practical advice on the benefits of registering their marks and copyrights and while providing guidance on how to protect rights of publicity (or NIL) and trade secrets, all with an eye toward securing and increasing the value of their IP.

Continuing Legal Education (CLE) credits are pending in Arizona, California, Colorado, Florida, Kansas, Minnesota, Missouri, Nebraska, Nevada, New Mexico, Oklahoma, Tennessee, Texas, and Utah. CLE credit application and approval processes vary per state and may not be available after certain state deadlines. Please email education@spencerfane.com if you have questions about credits.