



Liz Isaac Leads Intellectual Property CLE at COALA Luncheon

Spencer Fane attorney [Liz Isaac](#) delivered her presentation, Low Hanging Fruit: Practical Steps for All Clients to Protect their Brands and Creative Content, for the Central Oklahoma Association of Legal Assistants (COALA) CLE Luncheon on July 11 in Oklahoma City.

During this session, Liz gave practical advice on the benefits of registering client trademarks and copyrights. She also provided guidance on protecting rights of publicity (or NIL) and trade secrets, all with an eye toward securing and increasing the value of a client's IP and brand.

At Spencer Fane, Liz helps businesses, entrepreneurs, and artists assess and protect their inventions and creative products and ideas to leverage IP portfolios and enhance business options. She strategically counsels clients on due diligence, patents, trademarks, copyrights, entertainment law, and internet law, as well as licensing, transactional, adversarial, and litigation matters. Elizabeth excels in holistic IP management by collaborating with more narrowly focused colleagues to develop global IP and IP-adjacent approaches to strengthen companies' market positions.