

# What's Law Got to Do With It?



**Marketing/PR**  
CONFERENCE 2024

**February 6-7, 2024**  
**GTCC Conference Center**



# What's Law Got to Do With It?

Artificial Intelligence & Marketing

Product Performance Claims

Fair Use of Trademarks and Comparative Advertising



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With teams located across the US and the UK we bring an **international perspective** and **extended jurisdictional reach** to a wide range of client needs



## US

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Raleigh  
Research Triangle Park  
San Francisco  
Silicon Valley  
Tysons  
Washington, D.C.  
Wilmington  
Winston-Salem



## UK

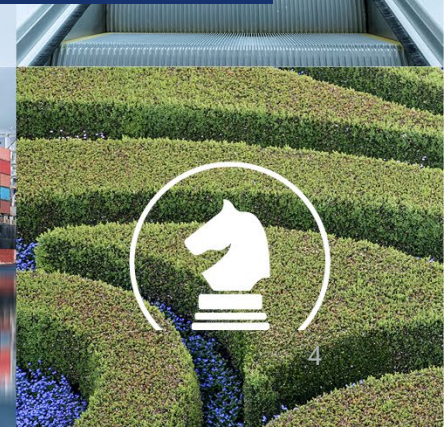
Bristol  
Edinburgh  
Leeds  
London  
Newcastle  
Plymouth  
Southampton  
Teesside

# Our legal capability

## Sectors

- Energy & Natural Resources
- Financial Services
- Healthcare
- Insurance
- Life Sciences & Pharmaceuticals
- Manufacturing
- Real Estate
- Retail & Consumer
- Technology
- Transport
- Wealth Management

- ✓ Furniture, Home Furnishings
- ✓ Commercial & Specialty Textiles
- ✓ Building Products
- ✓ Lighting
- ✓ Automotive
- ✓ Aerospace
- ✓ Others





# What's Law Got to Do With It?

## Artificial Intelligence & Marketing





Welcome!



## AI Generated Opening Joke

- Why don't we ever see furniture advertise itself?
- Because they always have 'table' manners and 'chair-ish' the silence!

# Artificial Intelligence – Coming Tsunami?

**From:** Furniture Today <furniture@email.furnituretoday.com>  
**Sent:** Monday, January 29, 2024 10:00 AM  
**Subject:** AI-generated images: Don't let it start with you

## White House Calls Explicit AI Photos Of Taylor Swift 'Alarming'

By Lauren Berg

The White House on Friday called the recent circulation of sexually explicit artificial intelligence-generated images of Taylor Swift "alarming," saying social media companies have a duty to prevent the spread of "nonconsensual intimate imagery of real people," while others said the fake images



## Comedian's estate sues over fake AI show

ANDREW DALTON  
Associated Press

LOS ANGELES — The estate of George Carlin sued the media company behind a fake hourlong comedy special that purportedly uses artificial intelligence to recreate the late standup comedian's style and material. The lawsuit, filed Thursday in federal court in Los Angeles, asks that a judge order the podcast outlet Dudesy to immediately take down the audio

of A.I. has come  
y | Bill

stry, the potential  
are vastly impacting  
casting and product  
, marketing and  
ment.



# Artificial Intelligence & Marketing

- Generative AI: Computer science creates intelligent machines capable of learning and improving from experiences, understanding complex concepts, and executing tasks autonomously."

## Marketing Uses?

- AI can be used for data analysis, predictive modeling, customer segmentation, personalization, and automated content generation.





# Artificial Intelligence & Marketing

## Tools?

**THE BEST AI TOOLS**  
TO CHANGE THE WORLD

Solves anything	ChatGPT
Write anything	Jasper AI
Presentations	Tome
Create resume	Kickresume
Edit videos	Topview AI
Write emails	Addy AI
Create talking avatar	HeyGen
AI Lawyer	Harvey
Generate art from text	Midjourney
Autopost social media	Repurpos
Write essays	Jenni AI
Copies your voice	Elevenlabs
Marketing	Pencil
Note taking	Notion
Create music	Suno AI
SEO writing tool	Neural Text
Meeting	Tldv
Track time	Timely
Multipurpose chatbot	SiteGPT

Topview | AI Tools & News

The best AI tools to change the world #ai #aitools #productivity



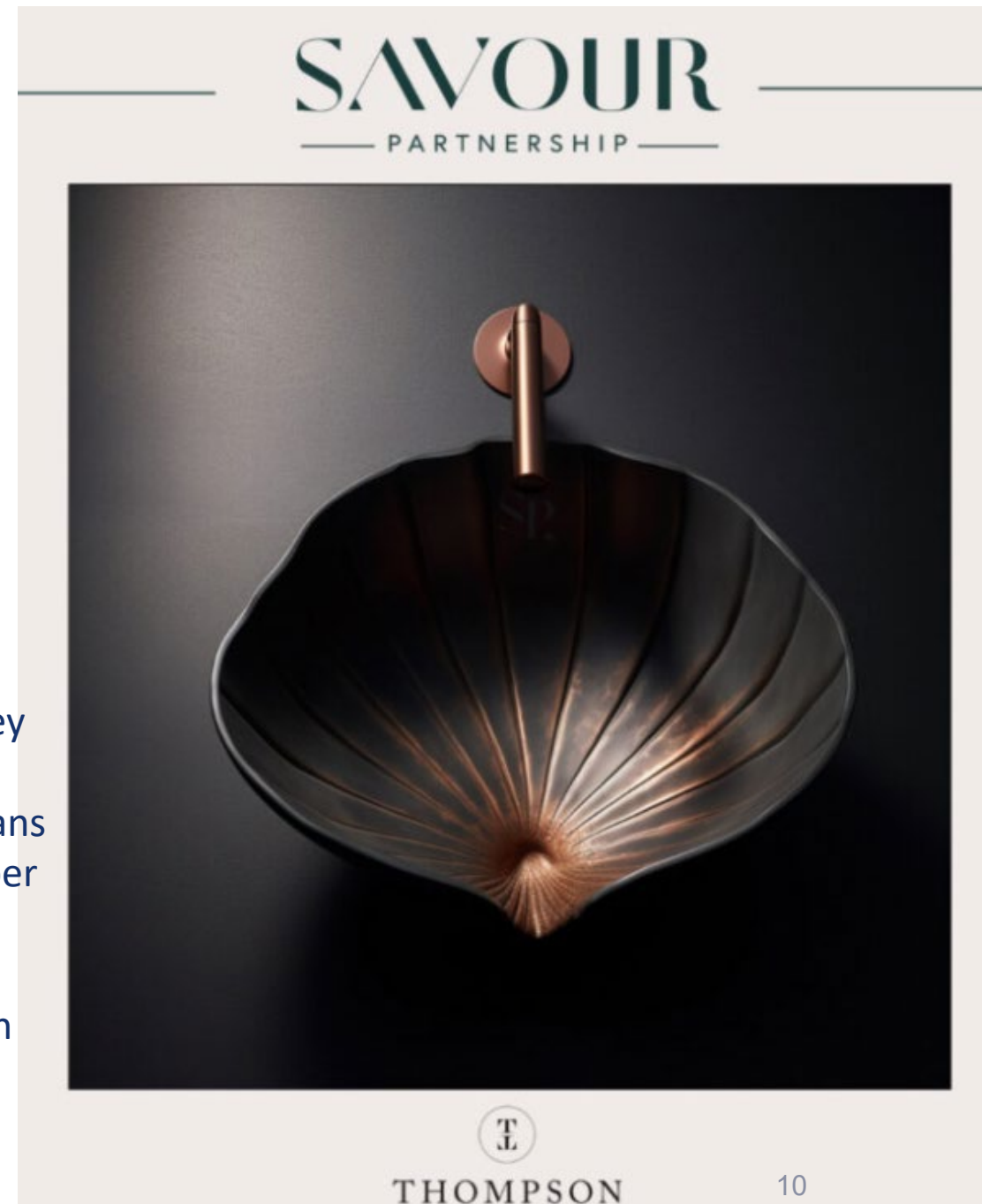
# Artificial Intelligence & Marketing

- AI in Furniture Industry?

**Thompson  
Partners with  
Leslie Carothers  
to Bring AI-  
Designed Sink to  
Market**

Jun. 28, 2023

“This is a sink design I conceptualized in Midjourney and which the Thompson family’s metalsmithing artisans have made out of solid copper in real life - using the same tools and techniques passed down to them since the 16th century.”





# Artificial Intelligence & Marketing

- AI in Furniture Industry?

Leslie Carothers



**MidJourney AI is great for in house creative ideation or sharing content , but always mention it's AI in first two lines of IG caption and label all images as**



**AI assisted design**

Top 40 Most Inspiring Women In Home, As Named By HFN Magazine (@lesliemcarothers) • Instagram photos and videos



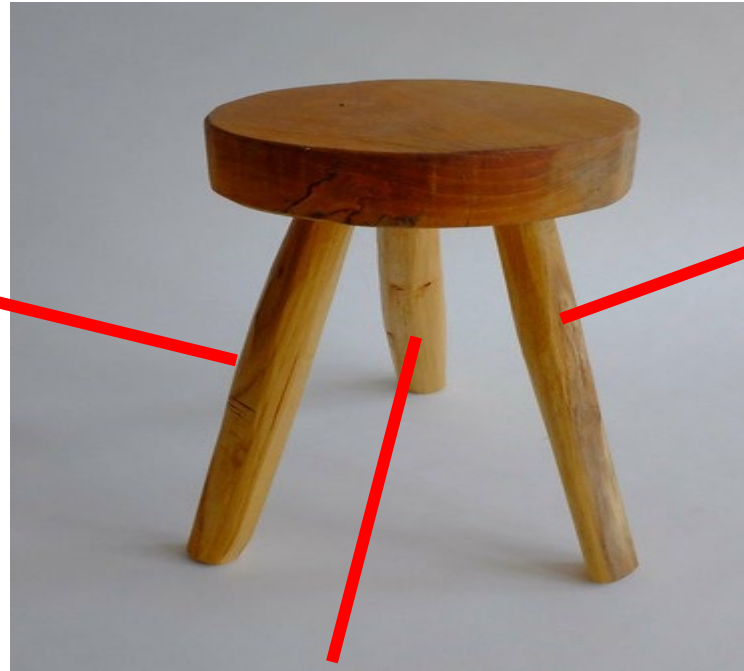
# Artificial Intelligence & Marketing - Legal

## Use and Prosper

A “must” tool for all businesses

### Prompts

Avoid sensitive information in prompts



### Protecting your product not likely

Laws (most) not protecting AI-generated content

### Caution!

AI-generated content may be owned by others! (check insurance)



# Artificial Intelligence Marketing

These Terms and Conditions, together with the Privacy Policy, form an integral part of the Agreement between the Parties, which shall govern the relationship between the Parties, including provision of a service to the Customer, including provision of a service to the Customer, to allow Customer create Outputs for the Customer.

Where there is no Order Form, the Customer concludes a purchase of the Service, which shall be applicable, in respect of any person or entity, to warrant that you have the full and complete authority to enter into this Agreement on behalf of the Customer or entity and all references to "Customer" shall be deemed to refer to the Customer or entity.

Where applicable, to the extent of any inconsistency or conflict between any provision(s) of these Terms and Conditions and any provision(s) of the Order Form, the relevant provision(s) of the Order Form shall govern and prevail.

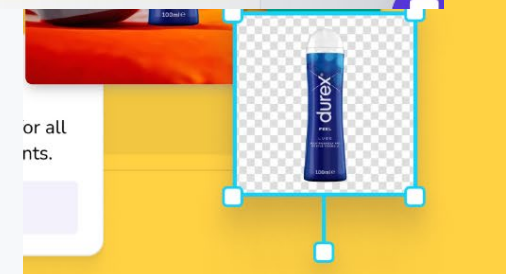
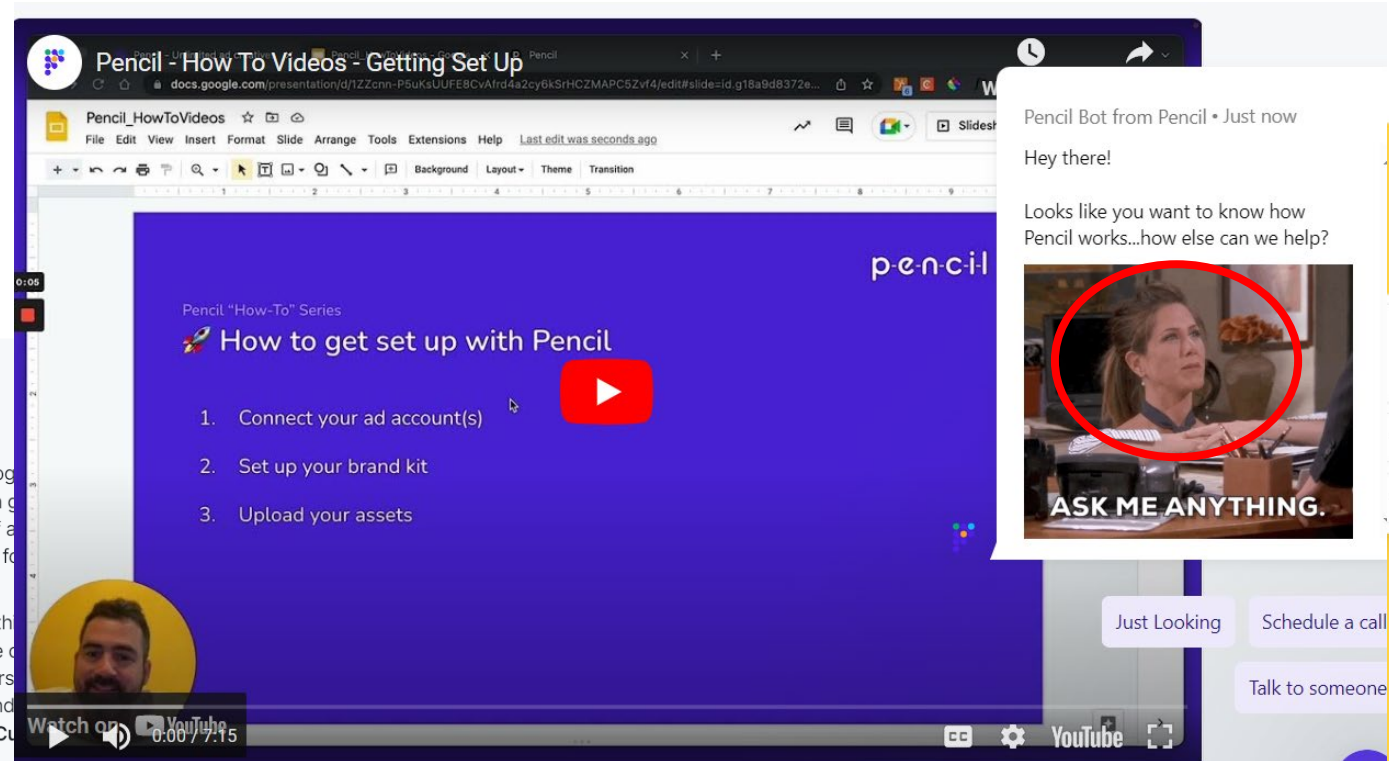
## THE PARTIES AGREE AS FOLLOWS:

### 1. INTERPRETATION

#### 1.1 The following definitions apply to this Agreement (including its recitals, above):

(a) **"Authorised Brand"** means the relevant authorised brand in respect of which Customer is permitted under this Agreement to use the Platform and the Services, which is as identified by Customer in the ordering process for a subscription or, where applicable, set out in the relevant Order Form.

(b) **"Authorised Users"** means those of Customer's employees or other staff who are authorised from time to time by Pencil to use the Platform under this Agreement via certain of the Workspace(s) allocated to the Authorised Brand, and provided usernames, passwords and other necessary credentials by Pencil for the purpose of accessing and using those Workspace(s) via the Platform (**"Access Credentials"**).



# Alleged Copyright Infringement



Getty Images (US),  
Inc. v. Stability AI,  
Inc.

Court: D.Del. | Civil  
Action #: 1:23-cv-  
00135-JLH



# Alleged Copyright Infringement (cont'd)

## The New York Times Company v. Microsoft Corporation et al

Court: S.D.N.Y. |  
Civil Action  
#: 1:23-cv-11195-  
SHS

### Output from GPT-4:

many of America's other global companies — aren't nearly as avid in creating American jobs as other famous companies were in their heydays.

Apple employs 43,000 people in the United States and 20,000 overseas, a small fraction of the over 400,000 American workers at General Motors in the 1950s, or the hundreds of thousands at General Electric in the 1980s. Many more people work for Apple's contractors: an additional 700,000 people engineer, build and assemble iPads, iPhones and Apple's other products. But almost none of them work in the United States. Instead, they work for foreign companies in Asia, Europe and elsewhere, at factories that almost all electronics designers rely upon to build their wares.

"Apple's an example of why it's so hard to create middle-class jobs in the U.S. now," said Jared Bernstein, who until last year was an economic adviser to the White House. "If it's the pinnacle of capitalism, we should be worried."

Apple executives say that going overseas, at this point, is their only option. One former executive described how the company relied upon a Chinese factory to revamp iPhone manufacturing just weeks before the device was due on shelves. Apple had redesigned the iPhone's screen at the last minute, forcing an assembly line overhaul. New screens began arriving at the plant near midnight.

A foreman immediately roused 8,000 workers inside

### Actual text from NYTimes:

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# Can you own what you ask to be Generated?

Generally, NO

But...

- Plaintiff, Li, used Stable Diffusion to generate a photorealistic image of an Asian woman
- Shared on social media
- Defendant Liu, a blogger, published the image, removing username and watermark
- Li sued for copyright infringement
- **Beijing Internet Court ruled in Li's favor**
- **Ordered defendant to apologize publicly, pay ¥500 (\$72) in damages and cover ¥50 (\$7) in court fees**

*Li v Liu Beijing Internet Court 20231127, as reported*  
<https://patentlyo.com/patent/2023/12/artificial-intelligence-copyright.html>





# Can you own what you ask to be Generated?

Court recognized Li as the legal rights-holder, having contributed the necessary “intellectual input” through choices of models, prompts, parameters, and final image selection.

*Li v Liu Beijing Internet Court 20231127*



What  
attr

## Sports Illustrated Fallout

Sports Illustrated's parent company, The Arena Group, announced it has ousted CEO [Ross Levinsohn](#), the latest in a string of firings allegedly related to the company's reported use of artificial intelligence to produce content on its website.

The news comes two weeks after tech and culture site Futurism reported the sports publication appeared to be publishing articles written by AI and using headshots from an AI marketplace—without disclosing it to their readers—with many of the articles filled with errors. After initially denying the report, The Arena Group said the articles were product reviews and licensed content from an external, third-party company. Listen to an interview with the journalist who broke the news [here](#).

by



# What's Law Got to Do With It?

## Product Content & Performance Claims



# Product Content & Performance Claims



Many ways that product information is seen by purchaser

Must Dos

Want to Dos

Don't Dos





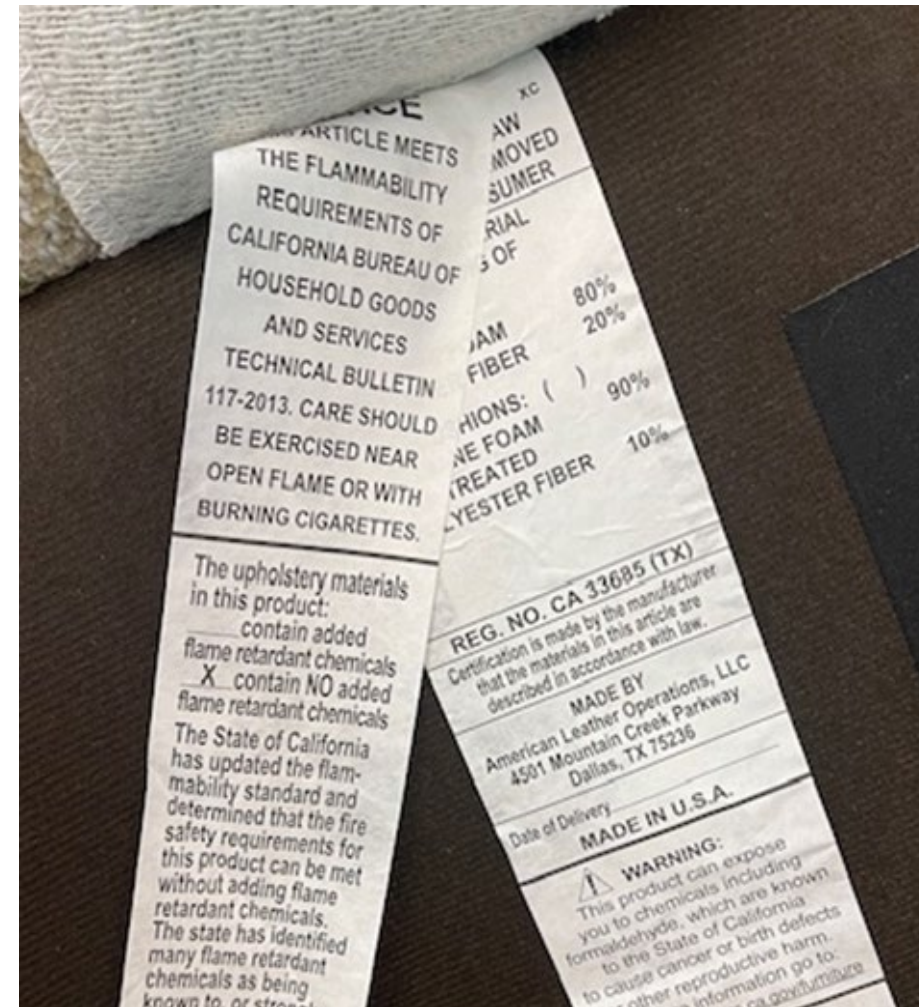
# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## MUST DO

## Follow Labeling Laws



# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## MUST DO

Follow Advertising and  
Marketing Law Basics in  
print and online

ADVERTISING MUST TELL  
THE TRUTH AND NOT  
MISLEAD CONSUMERS.

IN ADDITION, CLAIMS  
MUST BE SUBSTANTIATED.



# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## MUST DO

### Follow Social Media Platform Requirements

Disclose  
partnerships with  
the branded content  
tag

Ensure brand transparency with the paid partnerships label, which can be applied to any branded content in feed, stories, Reels, and live.

From Instagram's brand creator requirements page:  
<https://business.instagram.com/ad-solutions/branded-content>

# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## WANT TO DO

Generate Sales

Promote the Product

Capture the Feel



# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## WANT TO DO

Use packaging or advertising materials to showcase product quality, usability, durability, etc.

- Sofa packaging may say: "Highly Durable, Premium Leather Upholstery, Comfortable Foam Cushions."
- "Our table is constructed from solid wood which ensures a lifespan of 20 years."

# Product Content & Performance Claims



DO NOT DO!

False Claims

Misleading Claims

Disparage Others



News | Markets | Reader Rankings | Classifieds | Video | Events | Issues | Adver

Home > Industry News > Real wood or laminate? Flooring maker accused of misleading advertising claims

## Real wood or laminate? Flooring maker accused of misleading advertising claims

Bobby Dalheim // Senior Editor of Case Goods and Global Sourcing // November 17, 2023



NEW YORK – A panel of the **National Advertising Review Board** (NARB), a self-regulator of the advertising industry, recommended that a flooring manufacturer discontinue the claim “Wood Without Compromise” from its laminate flooring product line.

Mohawk Industries sells a laminated/laminate flooring product under the brand name “RevWood.” Its core layer consists of high-density wood fiberboard, typically made from southern yellow pine chips combined with resin to create, which is described by Mohawk, an extremely durable surface that is more dent-resistant than hardwood.

Advertising for the product was challenged by the Decorative Hardwood Assn. earlier this year. In August, the National Advertising Division (NAD) – a division of NARB – urged Mohawk to discontinue the claim that its product features wood. Mohawk appealed that decision to the NARB. The group ruled in agreement with NAD, saying “Wood Without Compromise” is likely to mislead consumers and recommended that it be discontinued.

The panel based its conclusion on several findings, including:

- The taglines’ misleading use of the word “wood” since RevWood does not have a wood wearable surface.
- Mohawk’s failure to demonstrate that initial consumer confusion resulting from the misleading nature of its slogan is later overcome during the process of selecting flooring or by later references on its website to the term “laminate.”
- Mohawk’s use of the “Wood Without Compromise” tagline with the brand name “RevWood” – a brand name that contains the word “wood” – thereby compounding the misleading nature of the slogan.





# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## DO NOT DO!

### Fail to Monitor Endorsements and Testimonials

#### ◎ **PART 255—GUIDES CONCERNING USE OF ENDORSEMENTS AND TESTIMONIALS IN ADVERTISING**

**Authority:** 38 Stat. 717, as amended; [15 U.S.C. 41–58](#).

**Source:** [88 FR 48102](#), July 26, 2023, unless otherwise noted.

#### ◎ **§ 255.0 Purpose and definitions.**

- (a) The Guides in this part represent administrative interpretations of laws enforced by the Federal Trade Commission for the guidance of the public in conducting its affairs in conformity with legal requirements. Specifically, the Guides address the application of section 5 of the FTC Act, [15 U.S.C. 45](#), to the use of endorsements and testimonials in advertising. The Guides provide the basis for voluntary compliance with the law by advertisers and endorsers. Practices inconsistent with these Guides may result in corrective action by the Commission under section 5 if, after investigation, the Commission has reason to believe that the practices fall within the scope of conduct declared unlawful by the statute. The Guides set forth the general principles that the Commission will use in evaluating endorsements and testimonials, together with examples illustrating the application of those principles. The examples in each section apply the principles of that section to particular factual scenarios but do not address every possible issue that the facts or principles might implicate. Nor do the Guides purport to cover every possible use of endorsements in advertising.<sup>[1]</sup> Whether a particular endorsement or testimonial is deceptive will depend on the specific factual circumstances of the advertisement at issue.

# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## DO NOT DO!

## Environmental Claims

62124 Federal Register / Vol. 77, No. 197 / Thursday, October 11, 2012 / Rules and Regulations

### X. Recycled Content

The final Guides include minor changes to the 1998 guidance for recycled content claims.<sup>32</sup> Like the 1998 Guides, they provide that marketers should make such claims only for materials that were recovered or otherwise diverted from the waste stream, either during the manufacturing process (pre-consumer) or after consumer use (post-consumer).<sup>33</sup> Additionally, the final Guides continue to advise marketers to qualify claims for products or packages only partially made from recycled material.<sup>34</sup> The Commission, however, slightly revises Examples 11 and 12 to recognize alternative auto recyclers.<sup>35</sup>

### XI. Renewable Energy

A new section on renewable energy claims advises marketers against making unqualified claims based on energy derived from fossil fuels.<sup>36</sup> The new section clarifies that marketers may make such claims if they purchase renewable energy certificates ("RECs") to match their energy use.<sup>37</sup> Additionally, based on the

claims by such marketers are deceptive.<sup>39</sup>

### XII. Renewable Materials Claims

The final Guides include a new section on renewable materials claims.<sup>40</sup> Similar to the renewable energy guidance, this section advises that consumers likely interpret renewable materials differently than marketers intend. Accordingly, the Guides advise that unless a marketer can provide substantiation of the claim, the claim is likely to be deceptive. Marketers should clearly substantiate their claims.<sup>41</sup> The final Guides provide an example of one way to substantiate implied claims, such as biodegradable, degradable, and made with recycled content. Specifically, they suggest that marketers specify the material used and why the material is renewable.<sup>42</sup> Additionally, the Guides state that marketers should further qualify these claims for products containing less than 100 percent renewable materials, excluding minor, incidental components.<sup>43</sup>

### XIII. Areas Not Addressed by Final

### PART 260—GUIDES FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS

- Sec. 260.1 Purpose, scope, and structure of the guides.
- 260.2 Substantiation of environmental marketing claims.
- 260.3 General environmental benefit claims.
- 260.5 Carbon offsets.
- 260.6 Certifications and seals of approval.
- 260.7 Compostable claims.
- 260.8 Degradable claims.
- 260.9 Free-of claims.
- 260.10 Non-toxic claims.
- 260.11 Ozone-safe and ozone-friendly claims.
- 260.12 Recyclable claims.
- 260.13 Recycled content claims.
- 260.14 Refillable claims.
- 260.15 Renewable energy claims.
- 260.16 Renewable materials claims.
- 260.17 Source reduction claims.

Authority: 15 U.S.C. 41–58.

#### § 260.1 Purpose, scope, and structure of the guides.

(a) These guides set forth the Federal Trade Commission's current views about environmental claims. The guides

FTC'S GREEN GUIDES

# Product Content & Performance Claims



Many ways that product information is seen by purchaser

## DO NOT DO!

## Environmental Claims

\$5.5 million total FTC settlements with Kohl's and Walmart challenge "bamboo" and eco claims, shed light on Penalty Offense enforcement | Federal Trade Commission

<https://www.ftc.gov/business-guidance/blog/2022/04/55-million-total-ftc-settlements-kohls-and-walmart-chal...>  
...described them with terms like "sustainable," "highly renewable," and "environmentally... seal that linked people to a "Sustainability at Kohl's" ...

62124 Federal Register / Vol. 77, No. 197 / Thursday, October 11, 2012 / Rules and Regulations

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- Degradable claims.
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suggest that marketers specify the material used and why the material is renewable.<sup>42</sup> Additionally, the Guides state that marketers should further qualify these claims for products containing less than 100 percent renewable materials, excluding minor, incidental components.<sup>43</sup>

### XIII. Areas Not Addressed by Final





# Product Content & Performance Claims



Many ways that product information is seen by purchaser

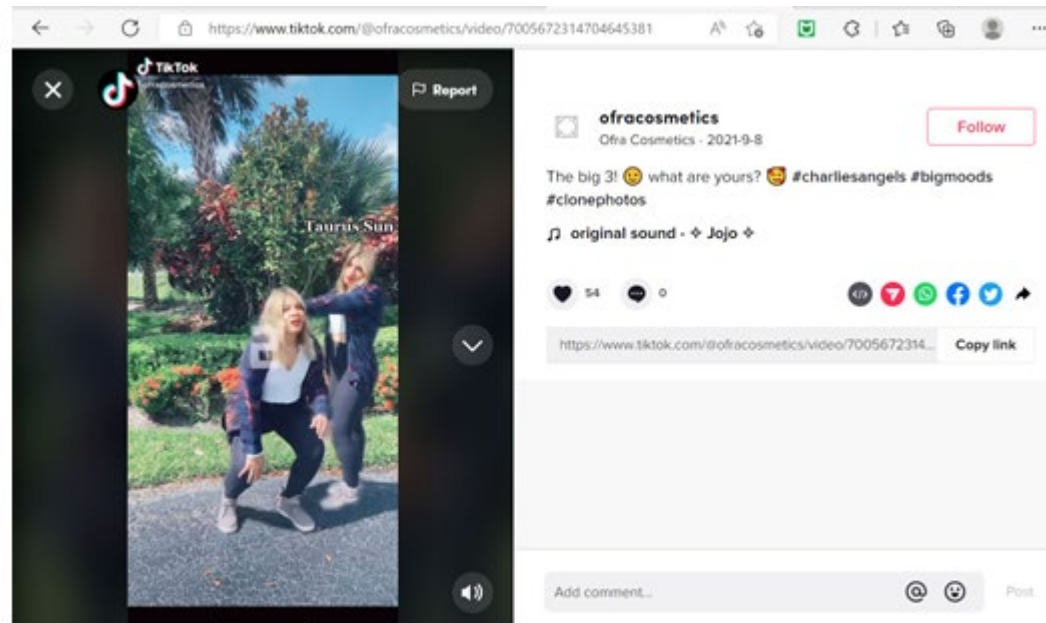
## DO NOT DO!

Greenwashing: false or excessive promotion as “environmentally friendly”

- "100% natural materials" (when not true)
- “Wood harvested from renewable resources" (without proper certification)
- Look at product and packaging!

# Product Content & Performance Claims

DO NOT DO  
Forget to ask permission for third-party content



**Figure 4**

“As another example, as shown in Figure 4 below, OFRA Cosmetics exploited Sony Music’s “Independent Women, Pt. 1” by Destiny’s Child (famously featured as the lead single on the soundtrack for the hit 2000 film “Charlie’s Angels) in a video captioned “#charliesangels,” featuring an influencer reenacting the signature poses associated with the film. The influencer’s poses and dances are choreographed to correspond to the featured Sony Recording, indicating that the music is integral to the post.”

From Complaint and Jury Demand in Sony Music, et al. v. OFRA Cosmetics, LLC, et al., 0:23-cv-62073 (S.D. Fl.).

# What's Law Got to Do With It?

## Fair Use of Trademarks and Comparative Advertising





# Trademarks

What is a trademark?

Work, Design, Symbol, Sound,  
Smell that serves as source  
identifier

# Trademarks?

What is a trademark?

APPLE® for computers

LA-Z-BOY® for  
furniture

IKEA® for furniture



L A  B O Y



# Trademarks

## Fair Use of Trademarks

Refers to certain situations where someone can legally use another's trademark without their permission, for instance, for descriptive or comparative purposes.





# Trademarks

## Fair Use of Trademarks – Comparative Advertising

### DO

Comparisons should be truthful, verifiable, and should not deceive or mislead customers.



The use of the trademark should be limited to what is necessary for identification or comparison.



### DON'T

The use should not be derogatory or harmful to the reputation of the trademarked product.



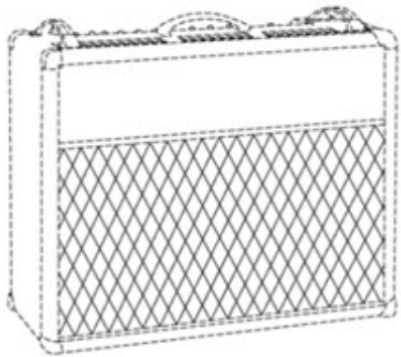
Trademark must not create consumer confusion about the source or endorsement of products.



# Trademarks in Patterns?

BURBERRY HERO <small>REG. U.S. PAT. &amp; TM. OFF.</small>	 <small>REG. U.S. PAT. &amp; TM. OFF.</small>	MY BURBERRY <small>REG. U.S. PAT. &amp; TM. OFF.</small>
THE KENSINGTON <small>REG. U.S. PAT. &amp; TM. OFF.</small>	BURBERRY LONDON, ENGLAND <small>REG. U.S. PAT. &amp; TM. OFF.</small>	BURBERRY <small>REG. U.S. PAT. &amp; TM. OFF.</small>
 <small>REG. U.S. PAT. &amp; TM. OFF.</small>	ART OF THE TRENCH <small>REG. U.S. PAT. &amp; TM. OFF.</small>	BURBERRY KISSES <small>REG. U.S. PAT. &amp; TM. OFF.</small>

U.S. Registration No. 3679828 (Principal Register – §2(f))



## Registered Repeating-Pattern Marks

Example 1

U.S. Registration No. 3826587 (Supplemental Register)



# Trademarks in Patterns?



## Wordmark

### Status

LIVE

REGISTERED

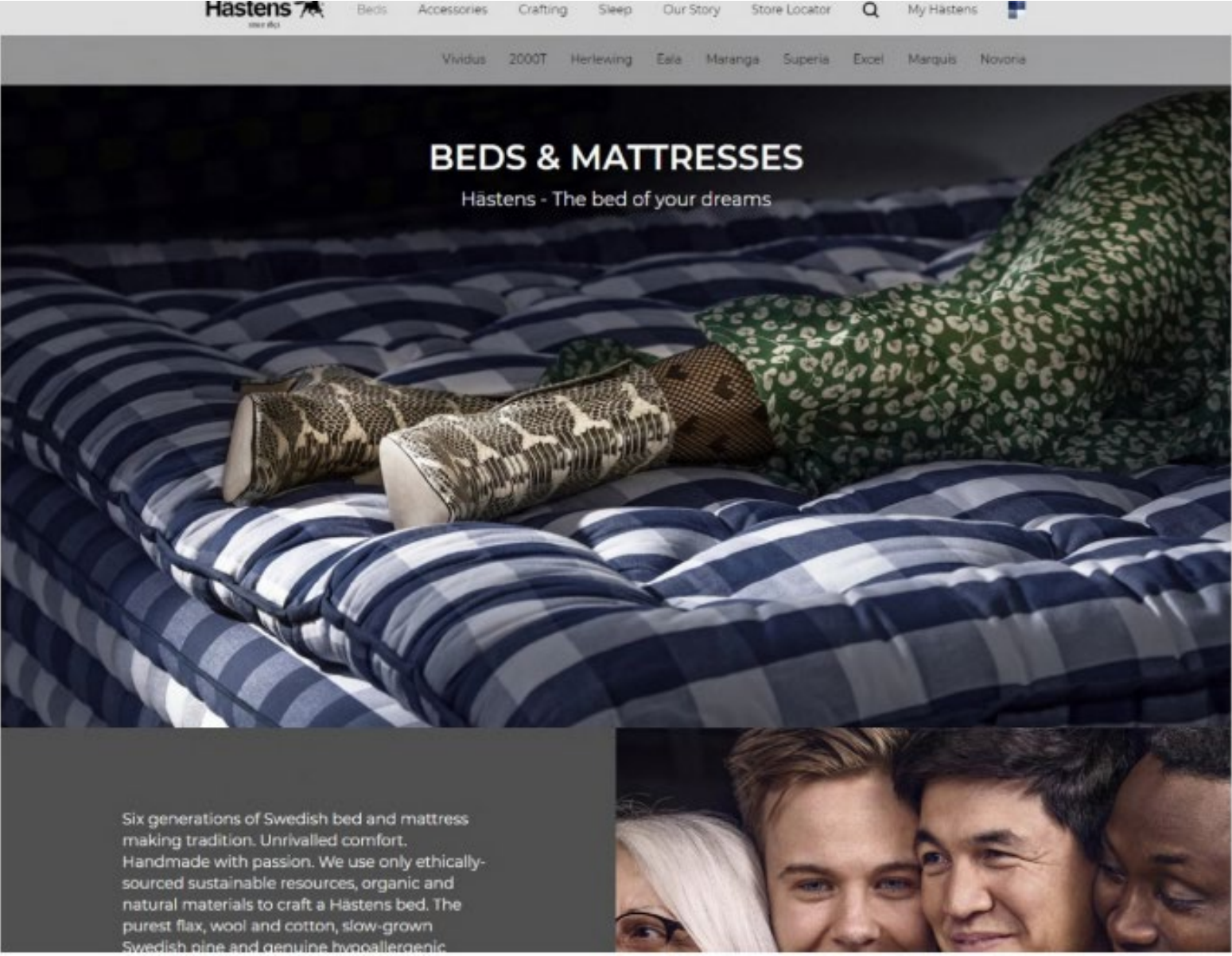
### Goods & services

IC 020: Furniture, including beds, bedsteads and bedroom furniture; [...]


Class 020, 024



Serial 77765085

Owners Hastens Sangar AB (CORPORATION; SWEDEN)



The image shows a screenshot of the Hastens website. The top navigation bar includes the Hastens logo and links for Beds, Accessories, Crafting, Sleep, Our Story, Store Locator, a search icon, and My Hastens. Below the navigation bar, a list of product names is displayed: Vividus, 2000T, Herlewing, Esle, Maranga, Superia, Excel, Marquis, and Novoria. The main banner features a large image of a bed with a blue and white checkered patterned duvet and a green patterned pillow. The text 'BEDS & MATTRESSES' is prominently displayed in white, followed by the tagline 'Hästens - The bed of your dreams'. At the bottom of the banner, there is a section with text about the company's tradition and a small image of a family.

Hastens   
since 1852

Beds Accessories Crafting Sleep Our Story Store Locator  My Hästens 

Vividus 2000T Herlewing Esle Maranga Superia Excel Marquis Novoria

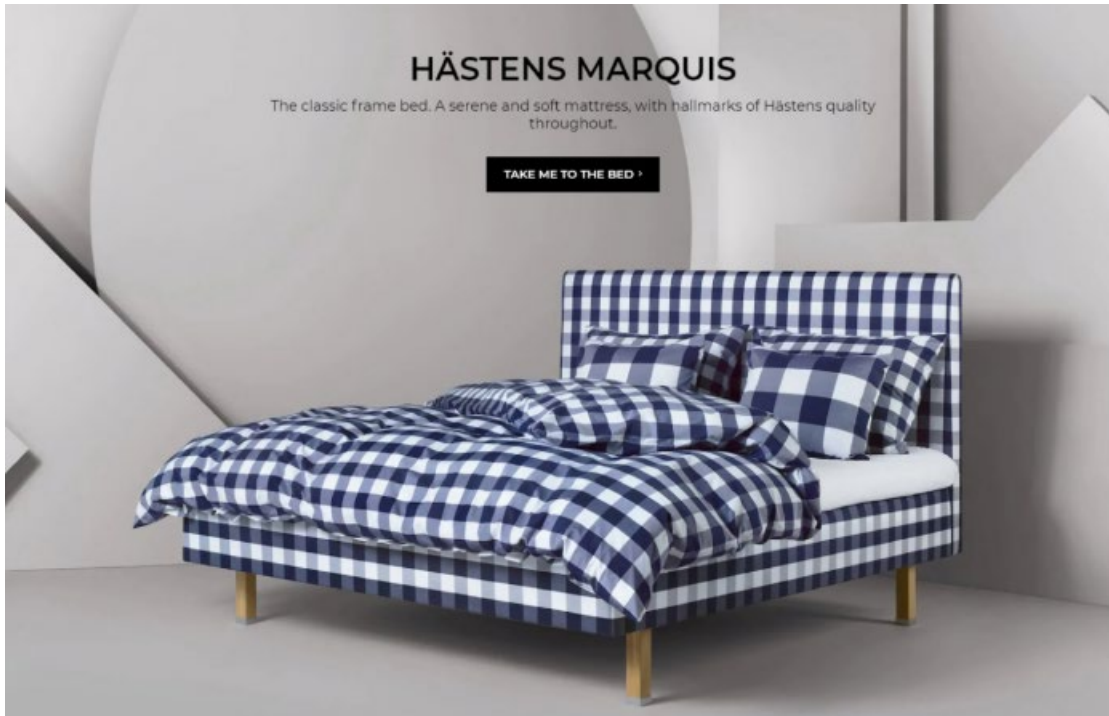
## BEDS & MATTRESSES

Hästens - The bed of your dreams

Six generations of Swedish bed and mattress making tradition. Unrivalled comfort. Handmade with passion. We use only ethically-sourced sustainable resources, organic and natural materials to craft a Hästens bed. The purest flax, wool and cotton, slow-grown Swedish pine and genuine hypoallergenic





# Trademarks in Patterns?

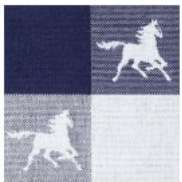


# Trademarks in Patterns?



During my time at Kluft, I became very familiar with the premium brands in the industry, especially the products of Hästens Sängar AB (“Hästens Sängar”) and its distinctive trade dress represented by its iconic oversized blue and white check design comprised of equally sized and spaced squares, which are on average no smaller than 5 x 5 cm, in varying shades of blue and white in a distinct arrangement, including that within the

marks  and  (collectively, the “Hästens Marks”) and incorporated in the various goods associated with the marks.



The mark consists of four squares forming a larger square in the colors blue and white, one solid blue, one solid white, and two mixtures of alternating blue and white.

# Trademarks in Patterns?



-4-

AMENDED COMPLAINT

Title	Civil Action #	Case Type	Court	Filed On	Docket	Terminated
The Garrigan Group LLC v. Hastens Sangar AB	3:22-cv-00003	Trademark	N.D.Tex.	2022-01-03	2023-01-18	2023-01-18
Smart Deals, Inc. et al v. HASTENS SANGAR AB	0:22-cv-61575	Trademark	S.D.Fla.	2022-08-24	2022-11-22	—
Hastens Sangar AB v. Caitlin Wilson Design, LLC	5:20-cv-00280	Trademark	N.D.Cal.	2020-01-13	2021-03-03	2021-03-03
Hastens Sangar AB v. E.S. Kluft & Company, Inc. et al	3:17-cv-01772	Copyright Trademark	N.D.Cal.	2017-03-30	2017-12-07	2017-12-07



# Trademarks in Patterns?



-4-  
AMENDED COMPLAINT

Plaintiff Coco & Dash is a small retail store in Dallas, Texas that sells home accessories.

*Id.* ¶ 3. In 2019, Coco & Dash decided to market a sofa with the buffalo-check pattern, which it had custom built and delivered for sale in its Dallas store:



# Trademarks in Patterns?



Likelihood  
of  
Confusion?

Hastens?



AMENDED COMPLAINT



# Trademarks in Patterns?

## Confidential Settlement Litigation in TX and CA cases “dismissed with prejudice”

COCO & DASH  
HOME

HOME SHOP THE STORE C & D INTERIORS DESIGN STUDIO

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Hästens Beds Accessories Designers Mastery Heritage Sleep Store Locator

### A DREAM OF A SALE

Now you can purchase our finest display beds at an amazing price. But hurry in: When they're gone, they're gone.

Find store >

A photograph of a modern, tufted ottoman bed with a blue and white checkered pattern. The bed is positioned on a dark, reflective surface against a black background. The top of the bed is tufted, and the sides show the checkered pattern. The lighting highlights the texture of the fabric and the tufting.



# Questions?

# About the Speakers



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Jack's practice includes managing complex IP matters, from Federal and State litigation to international patent and trademark filing strategies. The leader of Womble Bond Dickinson's Manufacturing Industry Sector, he represents a diverse group of manufacturing and services providers, with a focus on the furniture, outdoor recreation, apparel, food and beverage, nanotechnology and aerospace industry sectors. Jack brings a client's perspective in particular to patent matters. Prior to becoming an attorney, Jack was a design engineer on airborne radar and optics applications of a major aerospace company. [Learn more.](#)



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Taylor works with clients to identify strategies to protect their intellectual property rights when licensing to others or to navigate use of intellectual property owned by others, including brand and logo licenses and software license agreements. She prepares and negotiates contracts to document these IP-focused business understandings.

Taylor also counsels clients on advertising, data privacy and data security matters. She often works on matters at the intersection of advertising and data privacy, where companies want to use personal data to achieve business-to-business or business-to-consumer marketing objectives. Taylor advises companies preparing for or responding to data incidents in compliance with applicable data security and data breach notification laws, whether the incident involves employee data, consumer data, or company proprietary information. [Learn more.](#)



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