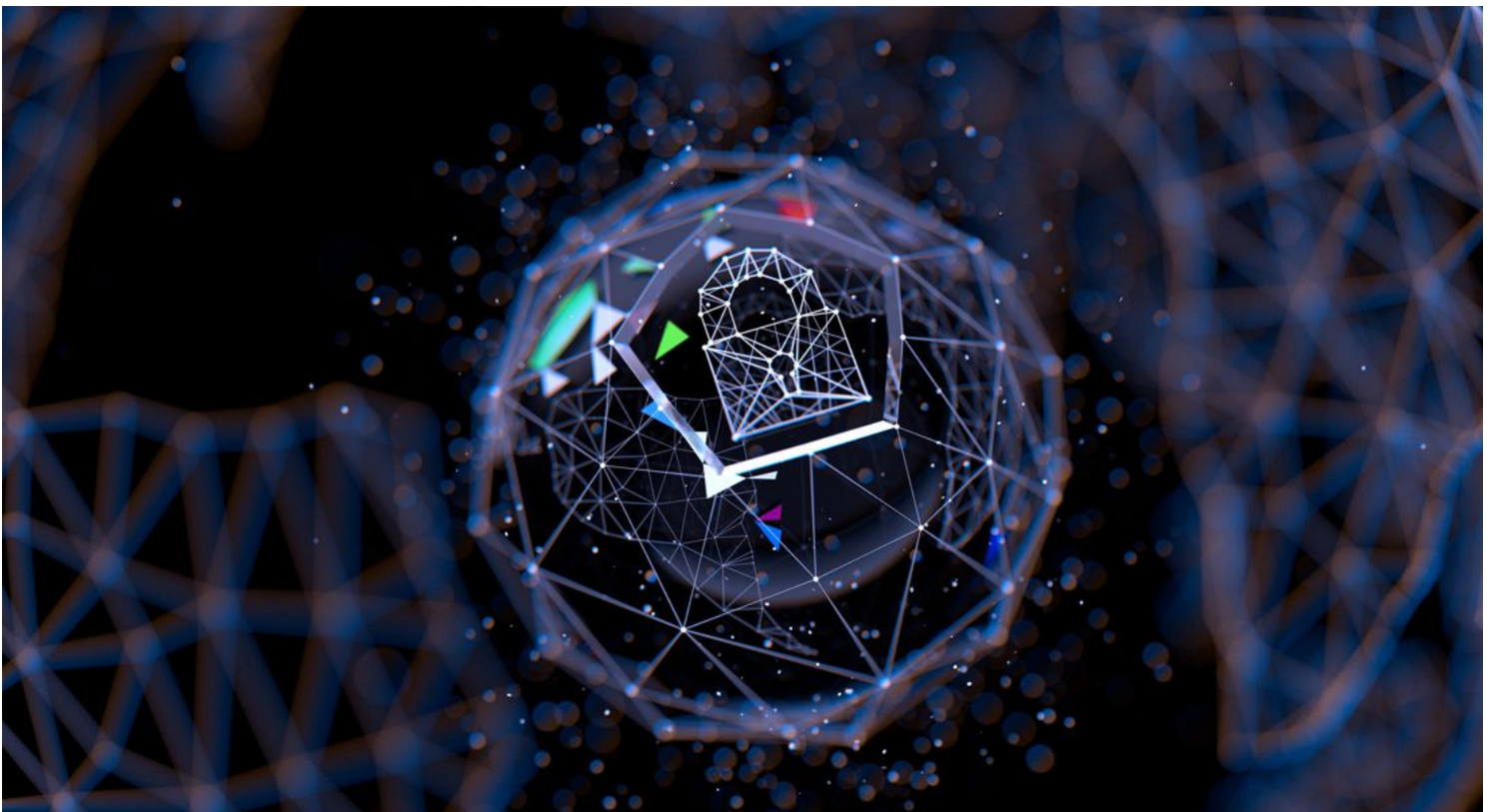


NEWS & INSIGHTS

On Demand Webinar: Top 3 Brand Protection Strategies for Franchisors and Businesses

INSIGHTSWEBINAR

MAY 4, 2026



As businesses expand, brand exposure grows with them. New trademark filings, look-alike brands, and expansion into new markets can create risks that often go unnoticed until enforcement becomes expensive or disruptive.

Join the chair of our Intellectual Property group, [Andrew Oltmans](#), and co-chair of our Franchising, Licensing and Distribution Group, [Amanda Dempsey](#), for a quick, 30-minute, practical discussion of the top three brand protection

strategies businesses should implement to identify conflicts early, assess risk strategically, and take action before issues escalate. This webinar will provide actionable guidance aligned with our [Trademark Monitoring Program](#) and designed to support sustainable growth.

What You Will Learn

- How proactive trademark monitoring helps detect potentially infringing marks before they weaken brand exclusivity
- The role of early threat analysis in evaluating the likelihood of confusion, classification overlaps, and overall risk
- The importance of early enforcement from a strategic and cost-savings perspective

Who Should Watch

Franchise owners, in-house counsel, executives, and brand leaders who are responsible for protecting and scaling franchise systems.

Related People

[Amanda D. Dempsey](#)
[Andrew L. Oltmans](#)

Related Services and Industries

[Franchising, Licensing and Distribution](#)
[Intellectual Property](#)