



# Intellectual Property

[ Updates from Crystal T. Broughan, Esq. ]

**You Created It. We Protect It.**



## Trademark Searches: A Cost-Saving Measure Often Ignored



Businesses often overlook a simple but critical step in establishing a new brand for a company, product or service, a trademark search. The first step in a trademark strategy for the adoption and protection of a new word or design mark should be the search process. Often, clients do not budget for a trademark search or ask for a scaled down search process to save money.

In today's business environment, the value of establishing a strong company brand

from the very beginning should not be overlooked. Taking the time to conduct a proper trademark search can save time, money and headaches down the road. This article addresses the need for a comprehensive search while also addressing budgetary constraints.

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## Marks Gray Hosts Defend Trade Secrets Intellectual Property Panel at SBRN Luncheon

I recently led a panel discussion covering the Defend Trade Secrets Act with local attorneys Howard Caplan and Mark Addington at the Small Business Resource Network Luncheon. We highlighted what the DTSA is and how it will affect your business in the near future. For additional information on the DTSA, check out my blog posts [here](#). Or email [cbroughan@marksgray.com](mailto:cbroughan@marksgray.com) today to set up a consultation or schedule a presentation at your office.

## Named Intellectual Property Attorney of the Year at 4th Annual JBJ BizTech Innovation Awards

I am pleased to announce that I will be receiving the award for "**Best Intellectual Property Attorney**" in Jacksonville, Florida at the upcoming Jacksonville Business Journal's BizTech Innovation Awards luncheon on October 20th. This event will honor Jacksonville area businesses that are making strides in developing, employing and utilizing technology in their own company and/or for their clients.



For more information or to register for the event, [click here](#).

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