

### Brand Launch in the United States: How to Secure Trademark Rights and Avoid Litigation

03.11.2015

2:00 p.m. - 4:00 p.m.

The Korea Chamber of Commerce & Industry  
Conference Hall A  
B2, 39, Sejong-daero, Jung-gu Seoul

On January 21, 2015, the United States Supreme Court unanimously ruled in favor of our client Hana Bank in the matter entitled *Hana Financial v. Hana Bank*. This was the first substantive trademark decision by the U.S. Supreme Court in nearly a decade.

#### What You Will Learn:

- What Constitutes a Trademark
- Trademark/Service Mark Filing Requirements
- Intent-to-Use Applications
- Qualifying Use in Commerce
- Defining When a Non-US Company Engages in US Commerce
- Considerations Before Filing the Application

Using the Hana Bank matter as a case study, we will discuss lessons learned and takeaways. Join us for an informative discussion and bring your questions!

New York and California CLE Accreditation Provided.

#### Presented by:

- **Carlo F. Van den Bosch**, *Co-Chair, Intellectual Property Group Partner*, Sheppard Mullin
- **Seth (Byoung Soo) Kim**, *Representative/Foreign Legal Counsel*, Sheppard Mullin

Please RSVP for this complimentary program via email or 02.6030.3003 by Wednesday, March 4th.

#### Attorneys

Carlo F. Van den Bosch

## Practice Areas

Intellectual Property

International Reach

Korea

Trademarks and Trade Dress