

# Opening Move: A Primer on Trademark Cease and Desist Letters

✘ Pryor Cashman and Practical Law will host a free webinar on the strategy behind drafting effective trademark cease and desist letters, including tips on how to get the most out of this potent, but potentially risky, trademark enforcement tool.

The webinar will be Thursday, October 9, 2014 from 1-2:15 p.m. Eastern time.

Brad Rose, partner and chair of the Intellectual Property Group and Dyan Finguerra-DuCharme, also a partner in the firm's IP Group, will present at the webinar, joined by the Director & Senior Counsel, IP of Diageo North America, Inc.

On its website, Pryor Cashman says the webinar will help attendees learn:

- What issues should be considered before sending a cease and desist letter.
- Drafting tips on what to include in the letter and how to organize it.
- What type of letter is appropriate under different circumstances.
- How to deal with the risks of sending a cease and desist letter, including a potential declaratory judgment action.

**Register for the webinar.**