Product Packaging and Labeling: An Overview of Current Legal Principles

Fitch, Even, Tabin & Flannery LLP presents a complimentary webinar, “Asserting Product Packaging and Labeling: An Overview of Current Legal Principles.” The one-hour webinar will take place on Wednesday, October 29, 2014, at 11 a.m. CDT.

Marketplace promotion of products can involve not only attractive packaging designs, but also a mix of labeling concerns including product performance claims, regulatory compliance, required disclosures, and identification of intellectual property rights. Product promotion not only drives sales, but seeks to develop brand loyalty and provide consumers with useful information about the product. As such, product packaging and labeling is tied to legal issues involving compliance with one or more government agencies, marking of IP rights, industry standards, and more.

During this webinar, we will provide an overview of current legal issues to consider when developing product packaging and will cover these topics:

• A summary of issue spotting of product packaging (claim substantiation, disclosures, comparative claims, endorsements, marking product IP)
• Trademark use as a source identifier of a product
• State and federal government compliance issues for food and medical products
• Digital and print labeling

Our speakers will be Fitch Even partners John M. Naber and John E. Lyhus. John Naber is a licensed patent attorney with extensive experience in patent prosecution, clearance, and

opinion work. He also counsels clients on issues that arise in corporate advertising, marketing, and product labeling and marking. John Lyhus focuses his IP practice primarily on trademark clearance and prosecution, enforcement, and global brand protection. He also represents clients in domain name dispute resolution, unfair competition, and copyright matters.

There is no fee to attend, but please note registration is required.

Register for the webinar.