

Branding Strategies for the Tastiest Trademarks

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Carlton Fields intellectual property attorney Steve Sidman was featured in the *International Trademark Association Bulletin* article, “Branding Strategies for the Tastiest Trademarks,” discussing an upcoming International Trademark Association 2018 Leadership Retreat panel on branding strategy for restaurants.

The article sets the stage for the star-studded panel, moderated by Sidman and presented by top executives and legal counsel from Margaritaville Enterprises LLC, The Subway Corporation, Momofuku Group, and Pomegranate Hospitality.

Sidman, who has extensive experience representing renowned restaurateurs and “celebrity chefs,” stated that the panel will cover the increased exposure restaurants and chefs face in today’s media-driven world.

Sidman also shared that the program will dive deep into the wide array of legal and commercial opportunities and challenges that coincide with branding restaurants or individual culinary professionals.

[Read the article.](#)

[Learn more about the event.](#)

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