

# Carlton Fields' Jonathan Goodwill Authors World Trademark Review Article on U.S. Trademark Modernization Act

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Carlton Fields intellectual property attorney Jonathan Goodwill authored a *World Trademark Review* article, "The Time to Act Is Now: New Challenges Facing Foreign Brand Owners Due to U.S. Trademark Modernization Act," on the recently passed regulation and what it might mean for foreign and domestic brand owners. The act introduces new reexamination and expungement proceedings, which could result in attacks against different registrations challenging use for different goods/services. "The time to scrutinize U.S. trademark portfolios and the scope of U.S. commercial use is now because attacks are imminent," said Goodwill. [Read the article.](#) (Subscription may be required).

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