

Trademarks in Space: How to Future-Proof Off-World Brands

December 25, 2019

Carlton Fields intellectual property attorneys Clark Lackert and Jonathan Goodwill authored a *World Trademark Review* article titled, “Trademarks in Space: How to Future-Proof Off-World Brands,” discussing the potential development of a trademark structure for space. Now that several countries have traveled or are planning to travel to outer space, including to the moon or Mars, it is clear that existing earth legislation will not withstand scrutiny, particularly pertaining to intellectual property. Lackert and Goodwill advise that the world will need to form and then formally authorize a trademark framework for space to prevent cosmos chaos in the near future. [Read the article.](#)

Related Practices

[Intellectual Property](#)

