

## News

## New Episode of Vorys IP Podcast Highlights Strategies for Creation, Management and Protection of Trademarks and Branding

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Laura T. Geyer

D. Jeremy Harrison

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4.13.2022

In this episode, host Jeremy Harrison is joined by Laura Geyer, a partner in the Vorys Washington, D.C. office. During their discussion, Jeremy and Laura provide an overview of branding and trademarks. Laura also offers practical tips and advice for companies looking to fortify their brands and select strong marks.

**To listen to the episode, click here.**

All episodes of the Vorys IP podcast can be found at [vorys.com](http://vorys.com). They can also be found at SoundCloud, Spotify, Apple Podcasts and Amazon Music. If you have suggestions for future topics or guests, please reach out to us on LinkedIn at Vorys Intellectual Property Updates or email Jeremy at [djharrison@vorys.com](mailto:djharrison@vorys.com).

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