

ACS-GHS April Seminar Reed Fryar Clancy



Wednesday, April 26th

6:00 - 7:00 pm

via Zoom

Register to receive the meeting link at <https://acsghs.wildapricot.org/event-5220441>

Beyond Words and Logos: Branding an Image in an On-Line World

Beyond trademarking words and logos, companies should consider how to protect their visual appeal or branding image. A variety of intellectual property avenues can be intertwined to protect that image. This seminar will give an introduction to various forms of intellectual property including trademark, trade dress, and copyright and illustrate the strategic interplay between each that can be employed when branding, with examples from the chemical sector. Also, the seminar will briefly touch on extending and defending your brand in on-line marketplaces and the metaverse.

Biography: Reed is an associate in the Vorys Houston office and a member of the intellectual property group. Her practice focuses primarily on trademark and copyright law. Reed has experience counseling clients on trademark and copyright licensing, trademark prosecution and enforcement strategies, and with auditing trademark portfolios to develop national and international filing strategies. Reed also has intellectual property litigation experience, particularly before the Trademark Trial and Appeal Board, and experience advocating for clients in domain name dispute resolution proceedings before WIPO.

Reed received her J.D. from the University of Houston Law Center, where she was the chief articles editor for *Houston Business & Tax Law Journal* and president of the Student Bar Association. She was a recipient of the Distinguished Service Award, conferred by the faculty of the University of Houston Law Center. Reed received her B.A. *cum laude* from the University of Houston.