Ladies, Lipstick & Litigation: Bourbon & Branding

https://www.youtube.com/watch?v=5LR8KTovOus

In previous *Ladies, Lipstick & Litigation* episodes, Jeunesse Rutledge and Heidi Thole have focused much of their attention on trademark and copyright issues. However, there are many multiple other strategies that an individual or company can use to protect their products or intellectual property. The Ladies are joined by special guest and fellow Reinhart associate Christine McLinn for the first episode of 2021 to examine the various methods popular bourbon whiskey brand Maker's Mark uses to protect their flagship product. These methods include not only trademarks and copyrights, but also design patents, utility patents and trade secrets.

If you have questions about whether or your goods and services could be protected via the variety of strategies discussed today, please contact Heidi Thole, Christine McLinn or your Reinhart attorney.

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