

### Brand Launch in the United States: How to Secure Trademark Rights and Avoid Litigation

03.11.2015

2:00 p.m. - 4:00 p.m.

The Korea Chamber of Commerce & Industry  
Conference Hall A  
B2, 39, Sejong-daero, Jung-gu Seoul

On January 21, 2015, the United States Supreme Court unanimously ruled in favor of our client Hana Bank in the matter entitled Hana Financial v. Hana Bank. This was the first substantive trademark decision by the U.S. Supreme Court in nearly a decade.

#### What You Will Learn:

- What Constitutes a Trademark
- Trademark/Service Mark Filing Requirements
- Intent-to-Use Applications
- Qualifying Use in Commerce
- Defining When a Non-US Company Engages in US Commerce
- Considerations Before Filing the Application

Using the Hana Bank matter as a case study, we will discuss lessons learned and takeaways. Join us for an informative discussion and bring your questions!

New York and California CLE Accreditation Provided.

#### Presented by:

- **Carlo F. Van den Bosch**, *Co-Chair, Intellectual Property Group Partner*, Sheppard Mullin
- **Seth (Byoung Soo) Kim**, *Representative/Foreign Legal Counsel*, Sheppard Mullin

Please RSVP for this complimentary program via email or 02.6030.3003 by Wednesday, March 4th.

#### Attorneys

Carlo F. Van den Bosch

## Practice Areas

Intellectual Property

International Reach

Korea

Trademarks and Trade Dress