

Anna King and Heather Smith-Carra Examine Trademark Portfolio Audits in The Licensing Journal

An article penned by Banner Witcoff attorneys Anna King and Heather Smith-Carra was featured in a recent issue of The Licensing Journal, a publication focused on intellectual property and entertainment law.

In their article, Anna and Heather discuss trademark portfolio audits and explore the goals and process of these audits. They also offer some tips and factors for brand owners to consider when conducting trademark audits.

“If a portfolio is regularly audited, brand owners and their counsel will be able to act more efficiently, both offensively and defensively, to protect brands,” the authors note.

Click [here](#) to view their article, “Trademark Portfolio Audits: How and Why you Should Do Them.” It appeared in the September 2019 edition of The Licensing Journal, a publication issued 10 times a year by Wolters Kluwer Publishers.

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