

Anna L. King and Luke S. Curran write about the significance of sound marks in *Landslide* magazine

Anna L. King and Luke S. Curran discuss why registration of sound marks is a key business strategy and will become more frequent at the U.S. Patent and Trademark Office in their article, “The Hidden Persuader: Sound Marks as Sonic Indicators of Source.”

Click [here](#) to read the article.

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