

# Helen Hill Minsker presents “TTAB Treatment of Related Goods in Assessing Likelihood of Confusion: Is Anything NOT Related Anymore?” at PLI’s Intellectual Property Institute 2018 in New York City

October 1, 2018

Helen Hill Minsker presents “TTAB Treatment of Related Goods in Assessing Likelihood of Confusion: Is Anything NOT Related Anymore?” at Practising Law Institute’s Intellectual Property Institute 2018 in New York City.

Ms. Minsker will discuss:

- The general standard for applying “related goods”
- Does “No per se rule...” apply anymore?
- Should industry consolidation change the likelihood of confusion analysis?
- Challenges in proving differences in channels of trade in today’s interconnected world
- Tips for presenting arguments and evidence for related goods issues

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