

# Joseph J. Berghammer comments on client YETI Coolers' trade dress protection in Bloomberg BNA

Joseph J. Berghammer discusses why client YETI Coolers' Rambler tumblers are distinctive and should be protectable in the Bloomberg BNA article, "Yeti Enforces Trade Dress Over Rambler Cups as IPO Looms."

Click [here](#) to read the article. A subscription is required.

**Posted: July 24, 2017**