

## News & Insights

### **Marsha Gentner Quoted in *Inc. Magazine***

**August 22, 2014**

Marsha G. Gentner, Washington D.C.-based member in Dykema's Intellectual Property Group, was quoted in an *Inc. Magazine* article titled "Trademark Disputes Don't Just Happen to Giant Companies."

In the article, Gentner weighed on how companies are able secure trademarks despite their names being somewhat descriptive or nondistinctive by establishing a reputation and spending money on advertising to create an identity.

#### **Attorneys**

Marsha G. Gentner

#### **Practice Areas**

Intellectual Property