



## PODCAST: Your Brand is Your Business: Protecting and Managing Your Brand Online

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Your brand is your identity, and therefore, it is likely your most important asset. Over the past year, with the ever presence of e-commerce transactions due to shutdowns and quarantines, it has never been more important to monitor, manage, and protect your brand online. On the latest episode of *Trending Now - An IP Podcast*, Ed White and Janet Cho discuss how brand owners may implement successful strategies for an online brand presence with tips on best practices for online brand protection programs.

Each episode efficiently briefs listeners on a specific intellectual property topic.

### Related People

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