



PODCAST: Utilizing Social Media to Generate IP Value

By: Courtney Reigel & Edward T. White

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Social media is a great frontier to build and expand brand equity. Companies use it to create brand identities and even brand personalities. On the latest episode of *Trending Now - An IP Podcast*, Courtney Reigel and Ed White offer guidance and caution regarding companies' use of social media in the modern era, including protection, enforcement, policies and influencer agreements.

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- Courtney Reigel ? 804.420.6368 ? creigel@williamsmullen.com
- Edward T. White ? 804.420.6338 ? ewhite@williamsmullen.com

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