



## COVID-19 Comeback Plan: Protecting, Building and Maximizing Your Brand As You Reopen

07.09.2020

As we begin to emerge from the COVID-19 lockdown, now is the perfect time for businesses to take a good accounting of their IP assets. Laudably, many companies have been working at great speed to develop COVID-19-related solutions. The tempo and intensity of the creative process do not always provide for time to properly secure potentially valuable underlying IP. IP partners Janet Cho and Ed White raise several IP-related questions and issues that such companies – as well as other businesses – should address. They also provide a four-part approach to maximizing your trademark or brand.

### Related People

- Janet W. Cho – 804.420.6339 – [jcho@williamsmullen.com](mailto:jcho@williamsmullen.com)
- Edward T. White – 804.420.6338 – [ewhite@williamsmullen.com](mailto:ewhite@williamsmullen.com)

### Related Services

- Intellectual Property