



## COVID-19 Comeback Plan: Leveraging Your Existing IP & Previous Marketing Campaigns to Attract Customers During the COVID-19 Era

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IP attorneys Craig Mytelka and Alex Gabriel discuss how you can reinvigorate your business by raising its profile in a cost-effective manner. Topics include:

- Auditing your existing IP portfolios, particularly trademarks and copyrights
- Ownership of marketing campaigns, slogans, images and copy
- Using social media to revive previous marketing campaigns that were implemented on other platforms
- Reviewing your website

### Related People

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