

Jennifer Golinveaux and Thomas Kearney Discuss Protecting Trademarks in Social Media & E-Commerce

OCTOBER 29, 2015

San Francisco-based Partner Jennifer Golinveaux and Associate Thomas Kearney spoke at the Silicon Valley Association of General Counsel's [27th Annual All Hands Meeting](#) in Santa Clara on October 29, 2015.

Ms. Golinveaux and Mr. Kearney participated on the panel "Protecting Trademarks in Social Media and E-Commerce" as part of the technology agreements and e-commerce track. The panel discussed:

- Trends in the use of social media in e-commerce
- Trademark infringement and fair use
- Issues social media can create for buyers, sellers, and rights owners
- How social media and e-commerce platforms are responding to these issues

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