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# Amanda B. Agati Moderates Panel at WTR Live: Brand Strategy Summit USA in NYC

On Thursday, September 28th, Fross Zelnick partner [Amanda B. Agati](#) moderated the panel “Making Money Through Your Brand” at *World Trademark Review’s* “[WTR Live: Brand Strategy Summit USA](#)” at Ease in New York City. The panel featured legal experts from four world-renowned brands:[More](#)

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The hour-long discussion delved into the tailored approaches brands employ to generate revenue and explored the unique challenges different industries face. Topics covered included licensing pitfalls, quality control, portfolio management, tax considerations, and timing challenges. Additionally, the experts touched on franchising, collaborations, handling rogue licensees, and the impact of technology and NFTs on brand monetization.

## Primary Contacts

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