

Lydia T. Gobena Gives Insight to Managing IP on Twitter's Rebrand to 'X'

Fross Zelnick partner [Lydia T. Gobena](#) spoke to *Managing IP* about potential trademark infringement claims and legal challenges that could stem from Twitter's recent announcement of their rebrand to X Corp. According to trademark experts, choosing the letter 'X' as the new logo could expose the company to lawsuits from businesses that already own the rights to an 'X' [More](#)

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According to Lydia, the success of any trademark claims against Twitter will vary based on whether the third-party mark is registered, what other 'X' marks exist there, and how stylized they are.

Read more [here](#).

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