
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](#)

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' mark, which includes rival tech giants Microsoft and Meta. The company may also face difficulties obtaining registrations for the new mark in various jurisdictions, considering the existing similar marks.

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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