

Nadine H. Jacobson speaks to Managing IP regarding the differences in navigating trademark offices in the US and EU

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Managing Intellectual Property recently quoted [Nadine H. Jacobson](#) about how counsel manage trademark procedures across the globe. The difference in requirements for use and description and cancellation proceedings in the EU and US can call for a multi-strategy approach, since both agency's policies have their pros and cons. Nadine discusses how accepting broader descriptions helps the EU trademark office translate applications in 23 languages, yet the US courts are more willing than the EU to recognize the business records of trademark owners to show proof of first use. (Subscription required.)

Primary Contacts

Nadine H. Jacobson