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Partner

- Brad D. Rose

Partner Brad D. Rose's Article on Assessing Trademark Protection Featured In Royaltie\$ Magazine

Brad D. Rose, Chairman of Pryor Cashman's Intellectual Property Group, writes a monthly column for industry trade publication *Royaltie\$ Magazine*. This month's column is entitled "Assessing Trademark Protection."

In the article, which appears in the March 2008 issue, Rose discusses whether the cost of trademark protection is really worth it and whether the prosecution and protection of a brand's trademarks translates into increased value for the brand. To read the entire article, please [click here](#).