

# Matthew K. Blackburn's Two Part Article Featured On Chief Executive's On-line Publication

November 20, 2017

November 20, 2017

*Chief Executive*

[View Link](#)

Diamond McCarthy Partner, Matthew K. Blackburn, authors a two-part article discussing the importance of brand awareness, promotion, and protection. With experience as a senior patent and intellectual property litigator, Blackburn outlines crucial tips to new business owners on steps necessary for the survival of a brand its product.

Chief Executive is a magazine and website that offers insight and ideas to help those effectively grow their business. Along with regular online content and print magazine, Chief Executive also issues newsletters, hosts events and webinars, and promotes a variety of peer networks.

Click on below links to view:

[Innovator Brand Protection: Key Steps to Promote and Protect Your Brand—\(Part 1\)](#)

[Legal Steps to Assure Brand Protection—\(Part 2\)](#)

## **Related Practices**

- Intellectual Property

## **Related Practices**

- Intellectual Property