

Alt Legal Connect 2023 Features Richard Z. Lehv as a Presenter

[Richard Z. Lehv](#) spoke at the [Alt Legal Connect 2023](#) online summit on Monday, February 6th, 2023. Richard presented a session called “Nothing Compares to Using Others’ Brands?: Limitations of Comparative Advertising”, which talked about the risks of trademark infringement claims as well as: [More](#)

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- When and how companies can use competitors’ trademarks in their advertising
- Strategies and best practices for comparative advertising
- Minimizing likelihood of confusion in online advertising and website design
- How legal and marketing teams can work together to ensure compliance

For more information on Alt Legal Connect, please click [here](#).

Primary Contacts

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