

## Protecting Your Brand

*South Jersey Biz*

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December 2012

Whether it's a small business or national corporation, there's nothing more valuable to a business than its image

Cherry Hill, NJ

Alexis K. Arena, an attorney in the Intellectual Property and Litigation Departments at Flaster Greenberg, was tapped by *South Jersey Biz* magazine for expert commentary in the "Protecting Your Brand" article, which was featured in the December 2012 issue.

"Branding is key – it's how the public, investor, consumers, and even competitors view the company," confirms Alexis Arena, an intellectual property attorney at Flaster Greenberg, with a location in Cherry Hill. "Because a company's brand is what sets it apart in a distinct way, and helps build customer loyalty, it becomes valuable intellectual property – and a company has to take steps to protect it," Arena says.

To read the full article, [click here](#).