

## Purvi Patel Albers Discusses Protecting Creative Assets Through Branding on 'PODWalk' Podcast

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**PRACTICES** Trademark and Advertising, Copyright, Intellectual Property

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Haynes Boone Partner [Purvi Patel Albers](#) joined Southern Methodist University Professor of Practice Radhika Zaveri on her podcast, "PODWalk," where they discussed how brands can protect creative assets while staying ahead in an AI-driven marketplace. In the episode, listeners learn the following:

1. Faster is not always safer: AI lets brands innovate at lightning speed, but trademark, copyright and social media safeguards are a must to protect creativity.
2. Personal brand counts: Albers' "vibey" and "passionate" energy shows that authentic presence builds trust and credibility—whether you're leading a team or managing a brand.
3. Learn and future-proof: Look to leading brands (and even Taylor Swift) for IP protection strategies. A proactive mindset is key to thriving in a world of constant content creation and competitors at your heels.

Listen to the full episode here:

[Access the full episode on Apple Podcasts here.](#)