

HB Media Minute - Episode 7: 'Entertainment, and Titles, and Trademarks, Oh My!' The Tricky Business of Title Clearance for Entertainment Properties

March 23, 2021 Erin Hennessy, Annie Allison

PRACTICES Media Entertainment and Sports, Intellectual Property, Anti-SLAPP and First Amendment Rights, Litigation, Trademark and Advertising, Trademark Litigation, Intellectual Property Litigation, Media and Entertainment Litigation

Today, we're going to talk about some of the tricky issues entertainment companies face when it comes to making sure that the titles of their TV shows, films, songs, or other expressive works do not infringe on protected trademarks. We are going to discuss the topic in the context of a pending suit between Taylor Swift and Evermore Park in Utah. We'll also discuss how the First Amendment impacts trademark rights in titles, among other issues.

We're joined by two lawyers from Haynes Boone's New York office: Partner [Erin Hennessy](#), who focuses her practice on trademark, copyright, internet and social media issues spanning many industries including media, publishing, technology, retail, fashion and financial services. Erin currently serves as Counsel to the International Trademark Association (INTA) Board of Directors. We are also joined by Associate [Annie Allison](#), who handles a broad range of intellectual property matters, including trademark prosecution, copyright clearance and registration, rights enforcement strategies, brand management and licensing for media, entertainment, fashion and technology companies.