



*A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.*

## [Exposing the Two-Face Brands \(World Trademark Review\)](#)

August 15, 2011 by [Steve Baird](#)

Let's just say, I'm honored for the privilege of having my writing and article about trademark truncation and two-faced brands published and featured in the prestigious and influential [World Trademark Review](#) magazine:

"While there are many successful examples of brand truncation, for both marketing professionals and trademark counsel the decision to create alternative faces for existing marks is one that should be approached carefully."

For a link to a pdf of the entire article, see [here](#).

This complete article first appeared in *World Trademark Review* magazine issue 32, published by The IP Media Group. To view the issue in full, please see, [here](#).

For an earlier and -- shall we say -- truncated version of the article, co-authored with Susan Perera, see [here](#).

For the genesis of this series of articles, see an even more truncated version, [here](#).

