

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

## Tailored Trademark Enforcement

August 8, 2011 by [Steve Baird](#)



Last year I snapped this photo at the Minnesota State Fair, some vendor was selling something like a Spandex brand clothing item, as I recall. Thankfully no models were displaying the fabric.

At the time, it made me think of how some view trademark enforcement programs as one size fits all, or perhaps, one size fits most.

Word to the wise: Each brand and underlying trademark is unique and different, each lives in a different landscape, and each requires its own tailored trademark enforcement program.

So, how do you approach trademark enforcement?

