

# Green Marketing — Everyone is Going Green, Are You?

American Bar Association Green Marketing Teleconference

Speaking Engagement

January 28, 2010

Partner John E. Villafranco spoke at an American Bar Association teleconference on green marketing on January 28, 2009. In the CLE session titled, "Green Marketing - Everyone is Going Green, Are You?", Mr. Villafranco discussed the increasing use of the term "green" when selling products. Mr. Villafranco explored the laws that apply to companies making "green" claims, as well as discussing issues including what to do from a trademark law perspective if companies are considering incorporating "green" into their brand.

## Related Services

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