

Publications & News

Publications and Presentations

Laura Winston Published in New York Law Journal on Color Trademark Protection and Issues

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Intellectual Property Practice Group Leader and Principal [Laura J. Winston](#) has been published in *New York Law Journal* with the article titled, "From Palette to Protection: When Does Color Function as a Trademark?" In the article, Laura discusses the legal complexities of using color as a trademark, illustrating with examples such as Mattel's claim on pink for Barbie and UPS's successful use of brown, highlighting the importance of distinctiveness, non-functionality and consumer recognition for a color to be entitled to protection as a trademark.

The full article can be found below and [here](#).

Related People

- [Laura J. Winston](#)