

Publications & News

Publications and Presentations

Laura Winston to Present CLE Webinar with Celesq® Programs

June 1, 2021

Offit Kurman Principal and Intellectual Property Practice, [Laura J. Winston](#) will be presenting at “Is Genericide Still a Thing?” CLE Webinar on June 15th, 2021, hosted by Celesq® Programs. Laura will discuss whether using a trademark as an adjective and conducting awareness campaigns like “Not Even Xerox Can Xerox” and Velcro’s classic 2017 “Don’t Say Velcro” video are still necessary to keep trademarks from becoming generic. We will also take a look at the Booking.com case and consider whether this has lowered the bar for ordinary terms as trademarks.

Learn more [here](#).

Related People

- [Laura J. Winston](#)