

Publications & News

Publications and Presentations

Marc Misthal Published in World Intellectual Property Review on Trade Dress Protection

May 3, 2024

Intellectual Property Principal [Marc Misthal](#) has been published in *World Intellectual Property Review* with the article titled, "Timberland's boot fail: Trade dress protection in jeopardy?" The article explores Timberland's legal battle over its iconic boot design, examining the rejection of its trademark application by the Fourth Circuit due to concerns regarding functionality and acquired distinctiveness, which have significant implications for trade dress protection.

Read the full article [here](#).

Related People

- Marc P. Misthal