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# Carlos Cucurella & Ainslee Schreiber Discuss Strong Int'l. Brands at Alt Legal Connect

On the kick-off day of the Alt Legal Connect Conference, [Carlos Cucurella](#) joined WeWork's Ainslee Schreiber to discuss the importance of trademark prosecution, maintenance, and enforcement in building and maintaining a strong international brand. They addressed proactive ways to approach infringement issues, as well as the importance of domains and social media. [More](#)

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## Primary Contacts

Carlos Cucurella