

Cameron Parks Authors Article on Trademark Considerations for New Businesses in the Orlando Business Journal

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[Cameron Parks](#), an attorney in Shutts & Bowen LLP's Orlando office, recently authored an article in the *Orlando Business Journal*, sharing trademark tips for entrepreneurs starting a new business venture.

In the article, Cameron breaks down key tasks to be performed at the forefront of kickstarting a business, including preliminary searches and due diligence related to naming conventions for emerging businesses. She also details, from both state and federal perspectives, the importance of protecting a brand by applying for trademark protection from the onset. Cameron also notes that although trademark registration is beneficial, it can be a complex process, consisting of multiple steps, as well as time-sensitive maintenance requirements post-registration, which may be important to discuss with a trademark attorney.

"In developing a brand for your business, it is important to keep in mind that trademark registration, specifically at the federal level, provides, among other benefits, broad protection, a deterrent for potential infringers and overall brand strength," Cameron explains.

To read the full article, [click here](#).

About Cameron A. Parks

[Cameron A. Parks](#) is a senior associate in the Orlando office of Shutts & Bowen LLP, where she is a member of the Business Litigation and Intellectual Property Practice Groups. Cameron focuses her practice on complex commercial litigation and intellectual property matters. She advises businesses of all sizes, spanning a wide range of industries, on best practices and strategies to mitigate risk while maximizing opportunities. In her intellectual property practice, Cameron advises clients on a variety of copyright and trademark matters. She advocates the importance of brand protection and routinely counsels clients in the development and management of trademark portfolios. In addition to her commercial litigation and intellectual property practices, Cameron assists Shutts & Bowen LLP's General Counsel in advising fellow attorneys and staff regarding loss prevention, risk management and other procedures related to law firm operation.



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