



Andrea Anderson

Partner
303.473.2861
Boulder
aanderson@hollandhart.com

'Unbinding' Precedent: TM Protection for Packaging Color Schemes Now More Attainable

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In early April, the US Court of Appeals for the Federal Circuit handed a small but significant victory to trademark owners in a case involving color marks for product packaging.

In this World Intellectual Property Review guest article, Holland & Hart partner Andrea Anderson, whose practice focuses on strategic trademark counsel to some of the world's largest brand owners, explores whether the Court's ruling in *In Re: Forney* will make it easier for owners of asserted packaging color to obtain federal trademark protection.

Please click [here](#) to read the full article: 'Unbinding' precedent: TM protection for packaging colour schemes now more attainable.