

## **Startup Storytelling: Legal Issues in Brand Promotion**

**Boston Startup Week**

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**Related People:**

Lori J. Shyavitz

Branding is important to establishing your startup in the market. However, there are certain assets in branding that can come across as “unethical” – or can backfire during promotion. During this session, Lori Shyavitz covers trademarks and copyrights, dishonesty, controversial branding and marketing to children.