

# PROTECTING YOUR TRADEMARKS IN THE WORLD OF ONLINE RETAIL PLATFORMS

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In the digital age, many vendors have expanded beyond brick and mortar shops and now sell their goods and services online. While some use purpose-built websites, many rely on online retail platforms. These online retail platforms have undoubtedly transformed the e-commerce space by assisting vendors to expand their customer reach and improve their bottom lines; however, these platforms have also become a hotbed for anti-competitive activities – a serious concern for any vendor. To learn more about trademark protection in the world of online retail platforms, please click on the link provided [here](#).

by Lindsay Dykstra and Pablo Tseng

## **A Cautionary Note**

The foregoing provides only an overview and does not constitute legal advice. Readers are cautioned against making any decisions based on this material alone. Rather, specific legal advice should be obtained.

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