

# IP LUNCH

## IP LICENSING, NEW TECH, AND VIDEO GAMES With ARIANNA MARKS '18 of BEANSTALK

Thursday

March 4, 2021

12:50 P.M.—1:50 P.M.  
EST

### WEBINAR

Information on how to access the webinar will be provided via email closer to webinar date.



#### **Arianna Marks '18**

is Associate General Counsel at Beanstalk, a global brand extension licensing agency. She represents high-profile celebrity and corporate clients in all legal matters

relating to brand equity and extension, and she enforces and protects clients' IP rights. Marks also leads negotiations and drafts international commercial agreements for licenses, publishing, sponsorship, marketing, vendors, product, e-commerce, and advertising. She holds a B.A. in Government and Politics from the University of Maryland, College Park and a J.D. from New York Law School.

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