

# LEGALTECH TALKS

## Borderless Trademarks

**DATE**

Tuesday,  
March 25, 2025

**TIME**

12:50 p.m. – 1:50 p.m.

Lunch will be provided  
to those who register.

**LOCATION**

WA10

**CO-SPONSOR**

NYLS Intellectual  
Property Law Association



This event is for the NYLS  
community only. Outside  
visitors will not be admitted.

Today, brands face new challenges when trying to protect their identity internationally. This discussion will explore the evolving concept of trademark use and enforcement in the digital era, addressing gaps in legislation and enforcement that leave brands vulnerable.



Juan Carlos Ojam



Seve Falati '08

**Juan Carlos Ojam** is a founding partner at Ojam Bullrich Flanzbaum, a leading intellectual property law firm based in Argentina. He advises international companies on complex trademark portfolio management, brand valuation, and IP-related commercial transactions. Juan leads the International Trademark Association's Task Force on the Use of Well-Known Trademarks Beyond Frontiers in the New Digital Era, as well as the intellectual property programs at the Pontificia Universidad Católica Argentina.

Moderator: **Seve Falati '08, Ph.D.**, Professor of Law from Practice; Co-Director, NYLS Innovation Center for Law and Technology; and Director, NYLS Patent Law Clinic

RSVP: [www.nyls.edu/innovationRSVP1](http://www.nyls.edu/innovationRSVP1)

