

## insights

**TYPES NOT MAPPED YET** October 31, 2024 | TTR not mapped yet | Brendan M. Bement, Steven D. Heinrich, Alex D. Weidner, Sylvia Turner

## IP Corner® - October 2024 Edition

Welcome to the latest edition of IP Corner®. The IP team is excited to share intriguing cases, trending topics, and peculiar happenings in the world of intellectual property. If you have any ideas for future editions, please reach out to one of the editors below.

In this October edition, the team covers:

- The trade dress of iconic Halloween candies
- The rise of V-Tubers and their impact on the IP landscape
- The intersection of AI and celebrity rights, using Elvis Presley as a case study
- The surprising ways names can be protected under trademark law
- A peculiar IP tale that might change your perspective on carving pumpkins this Halloween

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