

# "Ninth Circuit Decision Will Prompt More College Athlete Trademark Registrations," *Intellectual Property Strategist*

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**December 11, 2015**

In an article published in the December 2015 issue of the *Intellectual Property Strategist*, Amanda Groover Hyland discusses a September 30, 2015, Ninth Circuit Court of Appeals decision that increased the appeal for college athlete trademark registrations. The article details student athlete's rights to their likeness, and how "player branding" has become a major issue in today's market. Ms. Hyland describes the process and obstacles for college students to obtain trademark registrations, the reason for its popularity spike and what changes we can expect for the future. Read the full *Intellectual Property Strategist* article.

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