

[Publications](#)

# So What's in a Name? Understanding, Identifying, Protecting and Using Trademarks: The Basics for Hoteliers

09.12.14 HSMAI

Please click [here](#) to read.

## Featured People

[Claire F. Hawkins](#)

[Principal|Seattle](#)

[206.816.1301](tel:206.816.1301) [claire.hawkins@foster.com](mailto:claire.hawkins@foster.com)

[Ruth Walters](#)

[Staff Attorney|Seattle](#)

[206.816.1483](tel:206.816.1483) [ruth.walters@foster.com](mailto:ruth.walters@foster.com)