

Senniger Powers' Associate Julie Jennings Writes about Google AdWords.

Senniger Powers' Associate Julie Jennings has written an article titled "What Trademark Owners Should Know about Google's AdWords." The article appears in *Unbound Edition*, an online publication of Patrick Davis Partners, a national brand strategy and management consulting firm.

Ms. Jennings states that "while AdWords is a lucrative program for both Google and advertisers, it raises issues not only for businesses' intellectual property attorneys but for brand managers as well." She further asserts that "as long as courts continue to struggle with the trademark law issues raised by Google's AdWords program, the intersection of the law and the Internet with respect to online keyword advertising will remain a gray area worthy of close monitoring for businesses and Google alike."

Click on the link <http://www.unboundedition.com/content/view/1754/54> for the complete article. Readers are invited to post comments.