

## William O'Neill Selected to Chair American Bar Association Subcommittee

Senniger Powers attorney William O'Neill was selected to Chair the American Bar Association (ABA) subcommittee on Trademark Dilution, part of the ABA Section of Intellectual Property Law, for the ABA 2008-2009 year.

The subcommittee will review recent developments in trademark dilution law, particularly as they relate to the Trademark Dilution Revision Act of 2006 (TDRA). The TDRA made several substantial changes to the original Federal Trademark Dilution Act and the subcommittee's review will provide a valuable framework for evaluating the impact of the TDRA across the United States.