

For Immediate Release

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IP Lawyers Find Home at BPCouncil.com

Virtual brand protection/IP community is one-stop source for IP lawyers and clients

Geneva - Searching for the latest IP legislation or current USPTO regulations? Seeking updates on patent news, trademark disputes, or industry events? Scouting for opportunities to share your knowledge with brand protection professionals? Looking to connect with IP experts, global organizations, or colleagues? Now IP lawyers and clients can find all these and more with just one click: <http://www.bpcouncil.com>

The recently launched virtual community provides a vast array of information, tools and resources for legal professionals in the brand protection and IP law practice. It's an advantage that they can leverage three ways:

- *Finding information* on a whole range of brand protection issues helps enhance their job performance and careers.
- *Posting information* or content enables them to share their knowledge, product, service or event info, thus showcasing their expertise and organization to the diverse **BPC**community.
- *Making global connections* with BP/IP practitioners expands their business networks

As **BPM**embers, legal professionals find useful insights into various laws, regulations, legal precedents and recent court cases in **BP**Briefs. Discover the latest articles, reports and whitepapers from legal experts, service providers and industry pioneers in **Research Room**. Get answers to legal, technical, ethical or business questions from **Ask the Expert**. Find more than 500 product and service providers in our extensive professional **directories**. Learn who's who in the brand protection and IP arena in **Player Profiles**. Get updates on current and future law events and conferences at **BPCalendar**. Know what others are saying about recent legal issues in **BP**Blogs.

BPMembers can also post their branded content on bpcouncil.com and participate in an open dialog with knowledgeable and experienced colleagues.

And **BPM**embers are in good company. The legal community is well represented in **BPC**ouncil. **Lisa Lovell** and **David Mirchin** are among the legal experts who've contributed content to **BPC**ouncil.com.

Jodi Joseph, **BPC**ouncil director, said, "The legal community is a critical voice in the brand protection conversation. And BPCouncil looks forward to providing them with a global platform from which they can be heard."

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About BPCouncil <http://www.bpcouncil.com>

The **BPC**ouncil, a member of the **BPI**ntelligroup, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.