



The Brand Equity Protection Company™

For Immediate Release

S. G. Hart & Associates Contributes to Intellectual Property Counselor.

Ridgefield, Conn., (September 22, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, was recently published in the September 2004 issue of *Intellectual Property Counselor*, a Business Laws, Inc. publication. In his “Building a Brand Equity Protection Program”, President & CEO Stanley G. Hart presents a detailed examination aimed at corporate counsel of the required steps necessary to protect a branded product.

S. G. Hart & Associates, The Brand Equity Protection Company™, is a strategic supply chain security consulting company and offers its services to those with the most to gain from a strategic brand equity management protection program. *Intellectual Property Counselor* is a monthly newsletter covering trade secrets, confidential information, copyrights, trademarks, licensing, basic patent information, and Internet and technology issues -- all with a focus on providing useful and practical materials for corporate counsel. Issues contain *recent developments* and *useful articles, forms, and checklists*.

Mr. Hart outlines a six step strategy in his published work that begins with establishing senior management ownership and ends with establishment of a communication protocol strategy. In the article, Hart makes the point that senior executives need to recognize that a program “cannot have an on/off switch. To obtain results, as sustained proactive program needs to be in place that can be modified to the ever-changing conditions and threats that the brand owner faces.” Hart ends by saying, “substantial financial results [with a comprehensive program] can be achieved, with companies recovering anywhere from \$10 to \$50 on every dollar spent on brand protection.”

In speaking about this most recent published work, Hart says, “The opportunity to discuss with corporate legal counsel through *Intellectual Property Counselor* the methods and tools that can supplement and complement trademark, licensing and patent law remedies is an ideal choice.” He continues, “the in-house legal staff of any large organization is a natural first choice for senior executives when questions arise about intellectual property. Arming corporate counsel with provocative thought leadership that can protect the brand makes good sense.”



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About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

About Intellectual Property Counselor

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