SPEAKING ENGAGEMENT

E-Commerce Battlegrounds: Inside the Black Box of Platform IP Enforcement | Megan C. Parker

The University of Akron School of Law's 27th Annual Symposium on Intellectual Property Law and Policy

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Speakers: Megan C. Parker

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As e-commerce platforms like Amazon, eBay, Shopify, and TikTok Shop shape the online marketplace, businesses must navigate complex legal and regulatory challenges, including intellectual property enforcement, platform liability, and compliance with emerging laws. Tensions arise between rights holders and sellers over trademarks, copyrights, takedown requests, and fair competition, with platforms balancing legal risks, consumer trust, and business interests. The panelists will share insights on safeguarding rights, navigating enforcement actions, and adapting to the evolving e-commerce ecosystem.

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