

John Glengarry discusses taking your brand overseas

[John Glengarry](#)

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[John Glengarry](#), partner at Buddle Findlay, discusses taking your brand overseas on the [NBR Radio](#). It's trite that doing business overseas is different from doing business in New Zealand. Most New Zealand business owners are aware of this and do the homework before taking their business offshore.

However, many owners either overlook whether their brand can also travel with them or assume that it will simply tag along. Just because you've been free to use your brand in New Zealand, that doesn't mean you are free to use it at the destination.

Listen to what John has to say below:

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