

Hamish Selby speaks about aligning marketing and legal brand considerations

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Hamish Selby, special counsel at Buddle Findlay, discusses aligning marketing and legal brand considerations on the [NBR Radio](#). Brands, whether they be the name of your business or the name for your products/services, are one of the most important assets of any business. They distinguish your business from all others, including your competitors and act as a guarantee off the characteristics and quality of your products/services.

"A business should put in place a brand strategy which accounts for the selection, protection and implementation of the new brand", says Hamish. "The business should also ensure they are consulting with the correct people along the way which should really include creative and legal."

Listen to what Hamish has to say below.

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