

# Artists, Bands, and Brands

October 25, 2023

On Thursday, October 26, 2023, **Hillel Frankel**, Of Counsel in McGlinchey's Nashville office, will join a panel on "Artists, Bands, and Brands" during NOLA MusiCon, a unique music industry conference held in New Orleans.

Whether building a brand on social media platforms or building a brand for physical merchandise sales, artists look to branded merchandise and brand partnerships to supplement their income and subsidize their tours. This panel will discuss protecting and enforcing trademarks for artists' brands as well as trademark issues that arise when filing with the US Patent and Trademark Office (USPTO) under the artist's band & brand name. Find out which artist names, brand names (and lyrics) can actually be protected and the kinds of deals that are out there once the brand is protected, registered with the USPTO, and ready to sell.

Hillel has over 25 years of experience representing artists, writers, producers, production companies, record labels, visual artists and filmmakers. He also provides counsel in business affairs and business development for start-up production and music tech companies and recording companies, as well as apparel, branding, sponsorship, and marketing entities.

In his not-so-former life as musician "Frankie Hill," Hillel recorded and toured internationally on keyboards and saxophone for numerous bands including GRAMMY-nominated Liquid Soul, LA's Bonedaddys, and Chicago's P-1 and Heavy Manners.

NOLA MusiCon offers three and a half days of informative panels and inspirational interviews featuring music industry professionals and thought leaders, interactive hands-on demos, one-on-one mentor sessions, live performances from emerging and established local talent, networking, and more. [Learn more.](#)

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Hillel Frankel