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# Legal and Practical Implications of Transfers of Ideological Trademarks

New York IP Counsel Claire Gibson recently authored an article for the *New York Law Journal* titled "Legal and Practical Implications of Transfers of Ideological Trademarks." Using the Metropolitan African Methodist Episcopal Church's motion to transfer the PROUD BOYS trademark as a case study, Gibson examines traditional principles of trademark ownership and transfer when applied to ideological brands.

The article explores trademarks as both enforceable assets in debt collection and indicators of source, highlighting the complexities of forced transfers and their broader implications for IP enforcement and judgment collection.

[Read the full article here.](#)

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