

LAW360 QUOTES GEOFFREY LOTTENBERG IN, "FORD BRONCO TM SUIT LOOKS UNDER HOOD OF VINTAGE MARKET"

March 14, 2025

Law360

[View Full Article](#)

"So what it might mean ultimately for Ford is that, in discovery, they're going to have to go through and find business records that show plans to continue to try to work towards reviving the Bronco brand," said Geoffrey Lottenberg, a partner at Berger Singerman LLP.

Related Practices

[Intellectual Property](#)

Related Practice Teams

[Dispute Resolution](#)

Related Team Member(s)

[Geoffrey Lottenberg](#)