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Golden Gate University School of Law

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## **The Prestigious McCarthy Institute Moves to Golden Gate University**

***At GGU, the McCarthy Institute will continue its world-renown work jointly at the schools of law and business***

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SAN FRANCISCO--([BUSINESS WIRE](#))--Starting in August 2018, the [McCarthy Institute](#), the world's preeminent trademark, consumer behavior, and branding institute, will be located jointly in the law and business schools at [Golden Gate University](#) in downtown San Francisco.

The McCarthy Institute – named after the world-renowned J. Thomas McCarthy, author of *McCarthy on Trademarks* – sits at the nexus of Intellectual Property law, technology, and business innovation. Over the past decade, it has strived to develop a better understanding of the way that culturally transformative business trends shape law and vice-versa. This unique work aligns perfectly with Golden Gate University's mission of preparing students for today's merging worlds of business, technology, and law with both innovative education and practical training. The McCarthy Institute publishes scholarship, coordinates workshops, introduces law students with IP leaders, and hosts conferences that focus on the unique legal issues endemic in modern digital marketing and brand protection.

"The McCarthy Institute has a proven record of supporting high quality conferences, teaching, and research into trademark and branding issues," said J. Thomas McCarthy, founding director of the McCarthy Institute. "I look forward to the Institute continuing this important work at Golden Gate University."

Previously located at the University of San Francisco, the McCarthy Institute produces cutting-edge scholarship defining the boundaries of trademarks in a connected world along with empirical research around consumer perceptions and behaviors. In addition, the McCarthy Institute offers unique opportunities for mentorship and empowers students to contribute and network with IP leaders in the Silicon Valley and around the world.

Situated in the heart of the technology capital of the world, the McCarthy Institute is at the forefront of innovation and fosters collaborative relationships between students, IP counsel, inside counsel, researchers, and technologists. Reflecting this dynamic mission, GGU has made the institute an interdisciplinary program of business and law, which is part of the school's innovative vision of the evolving nature of the business and legal professions in the surrounding communities of San Francisco and the Silicon Valley.

"We are pleased to be the new home for the prestigious McCarthy Institute as it will complement and enrich our strong existing programs in IP, technology and innovation," said GGU President David J Fike. "It is particularly exciting that the institute will be yet another resource to help GGU law and business students gain the real-world skills and connections they need to advance professionally."

The McCarthy Institute sponsors student fellows from both the business and law school, who assist with research projects and conference organization. Students that contribute to published research and panel presentations are publicly recognized as co-authors and contributors, earning distinct experience and networking opportunities that put them ahead of their competition. McCarthy Research Fellows enjoy unique internship and employment opportunities in law firms, corporate legal departments, and marketing divisions in AmLaw firms and Fortune 1000 enterprises.

"The McCarthy Institute is a wonderful addition to Golden Gate University," said Marco Iansiti, David Sarnoff Professor of Business Administration Unit Head, Technology and Operations Management, Harvard Business School. "It has an established track-record as a focal point for cutting-edge symposia and empirical research in the areas of trademarks, branding, measuring consumer perceptions and advertising. The business world is continuing to see collaboration between business and legal professionals on multiple levels in many industries. With its emphasis on interdisciplinary research -- and as a joint center of the law and business schools at GGU -- the McCarthy Institute will greatly help prepare students for their careers in tech and beyond."

For more information about the McCarthy Institute at GGU, please visit <https://www.mccarthyinstitute.com/>.

Golden Gate University will be hosting the grand opening celebration of the McCarthy Institute on September 13, 5-7 p.m. Speakers will include:

- Mary Denison, United States Commissioner of Trademarks, USPTO
- J. Thomas McCarthy, Founding Director, McCarthy Institute
- David Franklyn, Executive Director, McCarthy Institute
- By video: Etienne Sanz De Acedo, CEO, International Trademark Association
- David Fike, President of Golden Gate University

#### **About Golden Gate University**

Golden Gate University (GGU) is a private, nonprofit university based in San Francisco that offers a world-class, practical and affordable education. GGU has been helping adults achieve their professional goals by providing undergraduate and graduate programs in Accounting, Law, Taxation, Business and related subjects for more than 115 years. GGU enrolls 5,000 students and represents 68,000 alumni. *Washington Monthly* has named Golden Gate University the country's #1 school for adult education for the past two years.

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