

CARDOZO LAW

BENJAMIN N. CARDOZO SCHOOL OF LAW • YESHIVA UNIVERSITY

September 1, 2020

Dear LL.M. Candidate:

The coronavirus pandemic has impacted the lives of billions of people around the world – forcing upon us a new reality that alters how we live and function each day. This change in human behavior has made a profound impact on the global economy, exhibited by sharp and deep contractions across a wide range of countries.

But, if history is a guide, pandemics have always served as strong **catalysts for innovation**. They offer an opportune time for new ideas to be launched and tested, especially in various sectors of technology and science. These new ideas translate into enormous growth and accelerated change in the creative industries. Tech stocks are trading at, or near, record highs - proving yet again that innovation is indispensable and essential during the most critical times of human existence. And a large portion of the value of that innovation is attributed to intangible, intellectual property assets.

Over the past 20 years, **intellectual property law** has transformed into a highly complex and globally important field, playing a major role in the socio-economic wellbeing of any country. IP law is the primary tool for protecting the value of innovation, and each sector is hard at work to survive and thrive through innovation.

These are exciting times for lawyers and law students who wish to be at the forefront of innovation, ready to explore the breadth and depth of a growing area of law. Furthermore, these are important times that call for action and not pause. Each step we take through learning and innovation brings us closer to a better tomorrow for all of humanity. Cardozo School of Law is consistently recognized as a leader in intellectual property and information law. With a faculty of renowned scholars and practitioners – experts who shape the study and practice of IP law – Cardozo provides unique value on the intersection of law and business in the creative industries. The school's focus on **emerging technologies, data, privacy, cybersecurity, industrial design, fashion, arts, entertainment, sports, media and film industries** demonstrates its commitment to remain at the forefront of legal issues that arise as innovation continues to shape the world of IP.

We invite you to learn more about our newly launched LL.M. in IP Online. This innovative and dynamic program will offer you the same caliber education, with the flexibility and ease of asynchronous classes that you can join anytime, from any place in the world. **This is not the time to put your dreams on hold!** [Apply today](#) and learn more about how Cardozo can help you meet your goals!

Best regards,



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