

FINANCIAL POISE WEBINAR SERIES INTELLECTUAL PROPERTY 101 2016

SERIES OVERVIEW

The United States' intellectual property (IP) laws have undergone fundamental changes over the past several years, but more changes may be on the way. Clearly, IP rights foster human ingenuity, innovation, and creativity. But some complain that IP rights also enable certain individual and companies to prosper financially more than they should. So, what exactly are IP rights? And how might they affect you or your company. Join some of the leading attorneys in the World, as they discuss—in plain English for the non-expert—the basics of U.S. IP laws.

As with all Financial Poise webinars, each episode in the series is designed to be viewed independently of the other episodes, and listeners will enhance their knowledge of this area whether they attend one, some, or all of the programs.

EPISODE SUMMARIES

EPISODE #1

IP- What Every Lawyer & Every Client Must Understand

January 28, 2016, 2pm CST

A lack of understanding concerning intellectual property may translate into lost business opportunities. Individuals and companies who do not understand the value of their intellectual property may never realize their true potential in the marketplace. This webinar provides an overview of intellectual property laws in the U.S., including what may be protected and the level of protection afforded.

EPISODE #2

Nuts & Bolts of Patents

February 22, 2016, 2pm CST

Lonnie Johnson invented the super soaker, sought patent protection, and obtained millions in royalties for his creation. He could not have done so without the right to exclude others from making his

invention, which was granted under U.S. patent laws. This webinar discusses the nuts and bolts of patents and describes what ideas and inventions may receive patent protection. This webinar also discusses the requirements for patent protection, the level of protection, the rights afforded by patents, and the ways of obtaining patent protection.

EPISODE #3

Nuts & Bolts of Copyrights

March 17, 2016, 2pm CST

Copyrights protect all types of works and expressions, not just literary or musical works. Copyright laws give owners the right to reproduce their works and prevent others from doing so. This webinar discusses the nuts and bolts of copyright law and explains what works and expressions are capable of protection. This webinar also discusses the requirements for obtaining copyright protection, the level of protection, and the steps necessary to enforce such rights.

EPISODE #4

Nuts & Bolts of Trademarks

April 21, 2016, 2pm CST

Trademarks are words, pictures, or the look and feel of an item that customer's use to identify the goods and services of a business. A successful business spends significant time and money so that its customers come to identify the business name with the with the goods or services that the business provides. This webinar discusses the nuts and bolts of trademarks and explains the requirements for trademark protection, the rights conferred by trademarks, and the steps necessary to obtain and enforce trademarks.

EPISODE #5

Nuts & Bolts of Trade Secrets

May 26, 2016, 2pm CST

After developing new ideas, individuals and businesses are faced with a critical question: should they protect those ideas by keeping them secret or should they seek patent protection, which requires publishing the ideas to others. Trade secrets provide protections to those who take adequate steps to protect the secrecy of the information. This webinar discusses the nuts and bolt of trade secret protection, including what constitutes a trade secret, how to maintain trade secrets, and what to do when/if your trade secrets are stolen.