

FINANCIAL POISE WEBINAR SERIES INTELLECTUAL PROPERTY 201 2016

SERIES OVERVIEW

In today's economic environment, intellectual property (IP) rights have become increasingly important assets for both individual and corporate entities. More and more, both are recognizing the economic importance of IP rights--whether those rights consist of a single patent--or whether they consist of an entire portfolio also including trademarks, copyrights, and trade secrets.

This information-packed webinar series focuses on the intricacies of IP rights as they relate to the specific areas of brand protection, IP transactions, internet marketing, and other IP issues that are critical when representing innovators and inventors. Join some of the leading attorneys in the World, as they discuss—in plain English for the non-expert—some specific IP challenges that individuals, businesses, and those who represent them are likely to face.

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

Choosing & Protecting Your Brand

September 23, 2016, 11am CST

A business's brand defines it in the market and allows consumers to identify products associated with the business. As such, in today's competitive marketplace, businesses must carefully choose which brands to develop and how to protect those brands from competitors. This webinar discusses some of the challenges that business are likely to face when initially choosing a brand. It also discusses the legal issues that businesses will likely encounter when protecting that brand.

EPISODE #2

Buying & Selling IP

October 21, 2016, 11am CST

IP rights are an important class of intangible assets that can be assigned or licensed to generate revenue. Indeed, some companies do not make or sell products; their entire revenue is derived from the licensing of their patents. Suffice it to say, licensing revenue has become a significant source of value in the global intellectual property economy. This webinar will help you better understand the complex legal issues associated with IP transactions.

EPISODE #3

Setting Up a Website

November 18, 2016, 11am CST

As e-commerce continues to become increasingly important, more and more individuals and companies are finding it necessary to market themselves through a personal or company website. But setting up a legally-compliant website is often trickier than it sounds. This webinar discusses some of the legal issues that individuals and companies need to know to avoid potential liability when establishing a website. It also discusses laws that can be used to effectively protect website content.

EPISODE #4

Legal Issues for Innovators & Inventors

December 16, 2016, 11am CST

Effective legal representation of innovators and inventors requires careful thought and consideration. Among other things, care must be taken to properly initiate communications, prepare assignments, and handle subsequent legal disputes. This webinar discusses common legal issues that often arise during the representation of innovators and inventors. It also includes valuable advice from both innovators/inventors and the IP attorneys who represent them.