



**FINANCIAL POISE WEBINARS  
INTELLECTUAL PROPERTY ISSUES FOR THE  
NEWISH BUSINESS 2017**

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**SERIES OVERVIEW**

In today's economic environment, intellectual property ("IP") rights are increasingly important assets for both individuals and corporate entities. More and more, both individuals and corporations 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 for 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. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

**EPISODE SUMMARIES**

**EPISODE #1**

**Choosing, Building & Protecting Your Brand  
September 19, 2017 at 2pm CST**



A business's brands define it in the market and allow 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 10, 2017 at 2pm 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 your company better understand the complex legal issues associated with IP transactions.

### **EPISODE #3**

#### **Setting Up a Website**

**November 7, 2017 at 2pm 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 5, 2017 at 2pm 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 many "tricks of the trade" and other valuable advice for both innovators/inventors and the IP attorneys who represent them.