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## FINANCIAL POISE WEBINAR ONE SHEET INTELLECTUAL PROPERTY-101

### About This Series

Intellectual property (IP) laws in the US have undergone fundamental changes over the past several years. For example, in 2011, the Leahy-Smith America Invents Act (AIA) overhauled the American patent system in a way that had not been accomplished since 1952. Moreover, the Supreme Court decided several cases that, among other things, created a tougher environment for inventors/patent applicants and expanded the scope of trademark protection to marks that were likely to be previously rejected. In 2016, The Defend Trade Secrets Act created new federal laws that allow an owner of a trade secret to sue in federal court when its trade secrets have been misappropriated. And new technologies, such as artificial intelligence, have scholars and legislators rethinking the scope of copyright protection and debating additional reforms that have the potential for even more change.

In an increasingly competitive commercial environment, entrepreneurs and managers must understand how these changes to our patent, trademark, trade secret, and copyright laws may potentially impact US businesses. This series of webinars seeks to both educate you on current laws and prepare you to take full advantage of the changes that lie ahead. Please 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 and the changing landscape as it affects US businesses.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. 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 episodes.

### About Episode #1

#### **IP - What Every Lawyer & Every Client Must Understand**

February 7, 2018 at 2:00 PM CST

Intellectual property or “IP” is a term used to describe certain types of intangible property. Like other forms of property, such as real estate and personal property, IP can be owned, purchased or transferred. How ownership

is determined differs according to the type of IP. This webinar discusses the importance of certainty in ownership of IP and how ownership of IP is entangled with areas of corporate law and employment law.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

### **About Episode #2**

#### **Nuts & Bolts of Patents**

March 14, 2018 at 2:00 PM CST

Thomas Edison. Henry Ford. Steve Jobs. These three household names revolutionized modern society through the protections afforded to their intellectual property by U.S. patent laws. This webinar breaks down U.S. patent laws into the nuts and bolts. It discusses the types of inventions that can receive protection, as well as the *extent* of U.S. patent protection.

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### **About Episode #3**

#### **Nuts & Bolts of Copyrights**

April 11, 2018 at 2:00 PM CST

It has been said that a copyright attaches when the “pen hits the paper” (when an original work is created and “fixed” in a particular expression) but that doesn’t mean the analysis of what a copyright is and what it protects ends there.

A copyright is a valuable piece of Intellectual Property that protects many types of original works, not just artistic, literary, or musical works. Copyright laws are intended to “feed the artist” and give owners the right to reproduce their works and prevent others from doing so without the owner’s permission.

This webinar discusses the so-called “nuts and bolts of copyright law” beginning with what exactly is a copyright, how to protect a copyright, and finally how to enforce a copyright.

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#### **About Episode #4**

##### **Nuts & Bolts of Trademarks**

May 16, 2018 at 2:00 PM CST

A trademark—whether a word, slogan, design, color, color combination, overall look or feel of an item or its packaging, or even a sound —enables customers to identify the source of goods or services. As such, companies should understand the benefits and pitfalls associated with U.S. trademark laws if they ever hope to develop a successful brand.

This webinar discusses how trademarks are created and maintained, various methods of trademark protection, rights conferred by trademark registration, and steps for enforcing trademarks in the U.S. in the brick-and-mortar marketplace and online.

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#### **About Episode #5**

##### **Leveraging & Protecting Trade Secrets in the 21st Century**

June 13, 2018 at 2:00 PM CST

Trade secrets are a more important form of an intellectual property asset than ever.

Congress recently passed the Defend Trade Secrets Act of 2016, which created new federal laws that allow an owner of a trade secret to sue in federal court when its trade secrets have been misappropriated. And as technology continues to exponentially progress in the digital age of the 21<sup>st</sup> Century, the need for businesses to protect and limit access to valuable and confidential trade secret information continues to rise. The progress in technology and expansion of information also promotes means for monetizing and leveraging trade secrets.



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How do you identify your trade secrets, protect them, and leverage them? These are the questions this cutting-edge webinar discusses and seeks to answer.

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