

## **FINANCIAL POISE WEBINARS INTELLECTUAL PROPERTY - 201 2018**

### **ABOUT THIS SERIES**

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 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**

#### **Choosing & Protecting Your Brand**

September 12, 2018 at 2:00 PM 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.

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**

#### **Buying & Selling IP**

October 10, 2018 at 2:00 PM 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.

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### **About Episode #3**

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

November 7, 2018 at 2:00 PM 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.

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### **About Episode #4**

#### **Legal Issues for Innovators & Inventors**

December 12, 2018 at 2:00 PM 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.

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