

FINANCIAL POISE WEBINARS INTELLECTUAL PROPERTY BOOT CAMP 2019

ABOUT THIS SERIES

Intellectual property (IP) rights constitute an important asset class. Indeed, the “information economy” and high tech have made this asset class go from one that few understood and even fewer invested in to one watched and invested in by millions..

IP includes patents, trademarks, copyrights, and trade secrets. How do you create rights in one of these assets? How do you protect those rights? How do you transfer them (or have them transferred to you)? How do they interact with each other?

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.

As with every Financial Poise Webinar, each episode is delivered in Plain English so that you do not have to be an Intellectual Property Law Specialist to understand and benefit from them. 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.

Episode Summaries

About Episode #1

Introduction to Key Concepts

February 7, 2019 at 1:00 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, how ownership of IP is entangled with areas of corporate law and employment law, and it defines the key *types* of IP.

This webinar is delivered in Plain English, understandable to you even if you are not an Intellectual Property Law Specialist. 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

Choosing, Building, & Protecting Your Brand

March 7, 2019 at 1:00 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 businesses are likely to face when initially choosing a brand, and later protecting that brand.

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About Episode #3

Buying & Selling IP

April 4, 2019 at 1:00 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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