



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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STOPfakes.gov Road Show – Intellectual Property Rights August 6, 2012 – Oklahoma City, OK

The Oklahoma District Export Council and Oklahoma U. S. Export Assistance Center, in conjunction with the U.S. Department of Commerce's Office of Intellectual Property Rights, U.S. Patent and Trademark Office, and National Intellectual Property Rights Coordination Center, will sponsor a half-day seminar in Oklahoma City on August 6, 2012, on Intellectual Property Rights.

Registration will begin at 8:30 a.m. The workshop will be held from 9:00 a.m. to 12:00 p.m. The workshop will be located at the Oklahoma Department of Commerce, Gallery I-I, 900 North Stiles Avenue, Oklahoma City.

For a fee of only \$20.00 participants will learn about the basics of Intellectual Property Rights (IPR) protection and enforcement and U.S. government resources available to help small and medium-sized enterprises protect and enforce their IPR at home and abroad. This informative three-hour program will feature presentations by intellectual property experts and law enforcement officials, followed by an open discussion with experts from industry and government.

Seminar topics will include:

- What is intellectual property?
- Understand the basics of obtaining IPR in the U.S.
- Understand the basics of obtaining IPR in other countries
- How to enforce your IPR in the U.S.
- How to enforce your IPR overseas
- Law enforcement resources for IPR enforcement

Intellectual property experts and law enforcement officials will be available for one-on-one meetings from 12:00-1:30 p.m. To schedule a meeting, please contact Ashley Wilson at 405-608-5302 or ashley.wilson@trade.gov.

To register, please mail the registration form (page 2) and a check to 301 N.W. 63rd Street, Suite 330; Oklahoma City, Oklahoma, 73116 or e-mail ashley.wilson@trade.gov. Checks should be made payable to the Oklahoma District Export Council. To pay by credit card, please contact Ashley Wilson at 405-608-5302. **Advanced registration is required.** The cancellation policy for all seminars is a full

refund up to 24 hours prior to the event. For a cancellation within 24 hours of the event, the amount that you paid will be applied to a future seminar of your choice. For further information or to register, call 405-608-5302 or e-mail ashley.wilson@trade.gov.

Doing Business in the United Kingdom

Market Opportunities:

- The United Kingdom is a highly sophisticated market with strong demand for products and services that improve productivity, including ICT software and services that lower costs and improve business efficiencies.
- There is ongoing, strong demand for a wide range of equipment and services related to safety/security and, in particular, for cyber security.
- Green Opportunities: The UK Climate Change Act is the world's first long-term, legally binding framework to address climate change through renewable energy with a target of 34% reduction in greenhouse gas emissions by 2020, and 80% by 2050.
- The United Kingdom's commitment to low-carbon targets is driving market demand for U.S. products and services in the area of renewable energy/low carbon/green technologies and Smart Grid technologies.

Market Entry Strategy

- Demonstrate a clear competitive advantage (i.e., price, quality, branding).
- Pay close attention to both the obvious and subtle cultural differences between the United States and the United Kingdom and adjust marketing strategies accordingly.
- Evaluate prospective partners carefully and choose an experienced, well-established local distributor.
- Be flexible working with a UK partner during this challenging and prolonged period of economic recovery.
- Express commitment to the market with a long-term perspective.

For more information about doing business in the United Kingdom, please [click here](#).

Registration Form – STOPfakes.gov Road Show – August 6, 2012 – Oklahoma City, OK

Please mail to:

U.S. Department of Commerce, 301 N.W. 63rd Street, Suite 330; Oklahoma City, Oklahoma 73116

Make check payable to Oklahoma District Export Council

Name(s): _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Amount Enclosed: \$ _____

Protecting Intellectual Property Rights Abroad: Resources for U.S. Exporters

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection for small and medium sized enterprises (SMEs). The intangible nature of intellectual property and the worldwide inconsistency of standard practices create challenges for U.S. businesses wishing to protect their inventions, brands, and business methods in foreign markets. The three most common vehicles for protecting intellectual property are patents, trademarks, and copyrights. This article is intended to provide exporters with a brief overview of intellectual property rights and the methods being employed to protect those rights internationally.

What Is Intellectual Property?

The World Intellectual Property Organization (WIPO) defines intellectual property (IP) as “creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.” More specifically, intellectual property refers to a broad collection of rights relating to such matters as works of authorship, which are protected under copyright law; inventions, which are protected under patent law; marks, which are protected by trademark law; as well as trade secrets, designs and other related rights. It is important to note that these forms of intellectual property are very different and the protection afforded under them serve different purposes. To learn more about IPRs, visit the [WIPO website](#).

What Are Intellectual Property Rights And How Are They Protected Internationally?

Intellectual property rights (IPRs) give the owners of ideas, inventions, and creative expression the right to exclude others from access to or use of their property for a certain period of time. International treaties and the laws of the various countries differ significantly in terms of the degree of protection and enforcement available.

The United States provides a wide range of protection for intellectual property through the federal registration of trademarks and service marks; through federal patent protection and copyright protection; and, under state laws, through protection of trade secrets and marks. Federal protections extend only throughout the United States, its territories and possessions. U.S. IPR laws confer little or no protection in other countries. To secure full patent rights in another country, you must apply for a patent in that country. To learn about the specific intellectual property laws and requirements of individual countries, visit the [WIPO guide to Intellectual Property Worldwide](#).

Some advantages and minimum standards for the protection and enforcement of intellectual property do exist under treaties or other international agreements. For example, copyright protection is automatic in all Berne and WTO countries without any formality (such as registration, copyright notice, etc.), and is extended on the basis of national treatment—that is, a U.S. author suing in France under French copyright law is entitled to the same protection as a French author suing in France under French copyright law. The World Trade Organization (WTO) agreement on trade-related aspects of intellectual property rights (TRIPs) upgraded standards of protection for a full range of IPR. The agreement also provides for the effective enforcement of those standards both internally and at the border. The TRIPs Agreement is the first multilateral intellectual property agreement that is enforceable between governments. The agreement has a strong dispute settlement mechanism to resolve disputes.

The question of whether to pursue international protection for your IP is not always clear cut: for example, there may be cases when it is advisable to forego patent protection to safeguard trade secrets and sensitive information that may need to be published in the patent process. In any case, the first step in determining if IP protection is right for your company is to secure the services of specialized legal counsel. It is important to note that in addition to obtaining patent protection, you should also protect your trade secrets through appropriate confidentiality provisions in employment, licensing, marketing, financing, distribution, and joint venture agreements.

For further information about intellectual property rights, please [click here](#).

Trade Shows

A trade show (trade fair, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade, e.g. professionals) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only". A few fairs are hybrids of the two; one example is the Frankfurt Book Fair, which is trade-only for its first three days and open to the general public on its final two days.

Trade shows are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently about 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events. Please [click here](#) for a source available to assist U.S. companies with domestic events. For international events, please [click here](#).

For further information about trade shows, please [click here](#).

Trade Mission to Port of Spain, Trinidad and Tobago – September 3-6, 2012

The United States continues to be Trinidad and Tobago's leading supplier of goods and services. Trinidad and Tobago imports approximately \$2.25 billion from the United States each year. If your company is interested in entering this market, participate in the trade mission to connect to Trinidad's business opportunities. The Government of Trinidad & Tobago has identified several key industries for immediate development including: Film; Food and Beverage; Printing and Packaging; and Information Communications Technology (ICT). Additional best prospects include: Energy Services, Food Processing and Packaging, Automotive Parts and Accessories, Telecommunications, Computers and Peripherals, Construction, and Tourism.

The deadline to register is August 15, 2012. For more information or to register, please contact Rachel Duran at Rachel.duran@trade.gov or (787)-775-1974.

Fee Increases Proposed for Gold Key and Other Commercial Service (CS) Services

There is a Federal Register Notice, published for public comment, about the proposed adjustment (increase) of User Fee Schedule for Trade Promotion Services of the U.S. Commercial Services, such as our Gold Key Service, International Partner Search, etc.

To view the Federal Register notice, please [click here](#).

As an example, the pricing adjustment (if enacted) would increase the Gold Key Service fee from \$700.00 to \$1,771.00 for small/medium-sized companies (under 500 employees).

If you wish to comment on the proposed user fee adjustment, please [click here](#). Please note that all comments must be received before August 14, 2012.

August 2012 Calendar of Events

Date:	Event:	Contact:
August 6, 2012	STOPfakes.gov Road Show – IPR Oklahoma Department of Commerce	(405)608-5302 ashley.wilson@trade.gov
August 7, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net