



NATIONAL TRADEMARK
expo
2012



FRIDAY
October 19, 10 AM - 5 PM • October 20, 10 AM - 4 PM
SATURDAY

Free Seminars

Friday, October 19

Saturday, October 20

11 A.M. **What Every Small Business Must Know About Intellectual Property**

10 A.M. **What Every Small Business Must Know About Intellectual Property**

12 P.M. **Trademarks 101**

11 A.M. **Trademarks 101**

1 P.M. **USPTO Website: An Overview of Online Tools and Resources**

12 P.M. **USPTO Website: An Overview of Online Tools and Resources**

2 P.M. **Trademark Application Filing and Registration Process**

1 P.M. **Trademark Application Filing and Registration Process**

3 P.M. **Common Mistakes to Avoid When Filing for Trademark Registration**

2 P.M. **Common Mistakes to Avoid When Filing for Trademark Registration**

4 P.M. **Respecting the Indian Brand: Native American Art and Imitation**

3 P.M. **Counterfeiting and Piracy - Why Buy "Legit"?**



• **No Registration Necessary** •

See Other Side for Seminar Descriptions and Directions



For more information, visit www.uspto.gov/TMExpo,
call **571-272-9226**, or e-mail TMExpo@uspto.gov.

Summaries of Educational Seminars

What Every Small Business Must Know About Intellectual Property

An overview of the different types of intellectual property rights, including a discussion of top myths, mysteries, and mistakes about intellectual property; a review of the substantial information and resources available from the USPTO and other U.S. government entities to help small businesses protect and enforce their intellectual property rights worldwide.

Trademarks 101

A comparison of trademarks, patents and copyrights; reasons for trademark protection, types of trademark protection, and the benefits of federal registration; differences between trademarks, domain name registrations and business name registrations; overview of different types of trademarks, including word marks, designs, and unusual marks such as color, sound, and motion marks.

USPTO Website: An Overview of Online Tools and Resources

Overview of trademark tools and resources available at www.uspto.gov, including "Basic Facts About Trademarks"; instructional "how-to" videos; trademark FAQs; processing timelines; electronic systems for searching the USPTO's database of registered marks and pending applications, filing applications and other forms, checking status, and viewing documents; the *Acceptable Identification of Goods and Services Manual*; and the *Trademark Manual of Examining Procedure*.

Trademark Application Filing and Registration Process

Overview of the filing and registration process, including filing and examination of applications, processing timelines, and post-registration maintenance requirements; the role of the USPTO - what it does and does not do; and private trademark attorneys and how to find one.

Common Mistakes to Avoid When Filing for Trademark Registration

Basic requirements to obtain a filing date; determining the appropriate applicant/owner of the mark; selecting the appropriate filing basis; identifying the appropriate mark format (e.g., standard character format, stylized, etc.); considerations in identifying the goods and/or services in connection with which the mark is used or will be used; submitting an acceptable drawing; and selecting appropriate specimens of use.

Respecting the Indian Brand: Native American Art and Imitation

Techniques to build consumer recognition of and respect for a brand, using Native American and Alaska Native arts and crafts as an example; understanding how traditional and contemporary works are protected under intellectual property law and the Indian Arts and Crafts Act; steps that consumers can take to help protect against counterfeiting and piracy of the Native American and Alaska Native arts and crafts heritage; panelists include representatives from the Federal Trade Commission and the Indian Arts and Crafts Board.

Counterfeiting and Piracy - Why Buy "Legit"?

An exploration of the scope and economic impact of counterfeiting and piracy on the U.S. economy; what businesses and individuals can do to combat this significant threat to U.S. businesses, large and small; examples of counterfeit and pirated goods.

Metro 8 minute walk from
Eisenhower Ave. or King St.

Garage Parking is available
both days and is free on Saturday.



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