



# PATENTS, TRADEMARKS AND COPYRIGHTS

## “Protecting the Work of Artists and Inventors”

**Date: Wednesday, October 3, 2007**

**Time: 6-8:30**

**\$38 (light dinner provided)**

**2775 Buffalo Road, Suite 3, Rochester, NY 14624**

In this course, you will discover the four types of intellectual property (patents, trademarks, copyrights and trade secrets) and how each plays a role in protecting your invention & the market share you develop. You will learn why and how to use confidentiality and work for hire agreements when approaching manufacturers, web designers, graphic artists, suppliers, prototype makers, and consultants. You will discover why invention companies may not be the best choice for protecting and exploiting your invention as well as the types of patents available for inventors. You will learn what a patent will (and won't) do for you, how to do your own "free" patent search, what you can do with a patent (including use it as collateral for business loans or security for investors) and receive a brief overview of the patent process including timelines and cost. If you form a business to manufacture and sell your invention, you will learn why licensing the inventor may be better than assigning it to the new company. You will learn the benefits of federal trademark registration in protecting domain names, brand names, logos and slogans. Next, you will receive tips on choosing brand names and product names to enhance the likelihood of trademark protection. Then, you will receive an overview of the trademark process and explore how to avoid the common pitfalls and mistakes made by entrepreneurs and independents. Finally, you will learn to make informed decisions about the intellectual property protection options available and how to sort out which options will give you "the most bang for the buck" when you have a limited budget for legal protection.

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**Or**

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