

Date: Wednesday,
October 3, 2007

Time: 6:00-8:30 p.m.

Cost: \$38 (light dinner provided)

Location: 2775 Buffalo Road,
Suite 3
Rochester, NY 14624

(Exit 7 (33 West) off I-490
in Crystal Commons.)

Limited enrollment:

This will be a small group session

Rochester InfoCourse:

Protecting the Work of Artists and Inventors

TPJ LAW OFFICES OF
Tracy P. Jong
PATENT AND TRADEMARK ATTORNEY

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Patents, Trademarks and Copyrights

When you complete this course, you will:

Understand available types of legal protection for your work

Be aware of common problems with confidentiality agreements

Have a general understanding of patent and trademark processes

Know where to do free patent and trademark searching

Understanding what patents will and won't do for you

Understand how to choose brand/product names that are likely to be registered

Know how to avoid common pitfalls and mistakes

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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