

INTELLECTUAL PROPERTY BASICS FOR THE NON-SPECIALIST

PROGRAM CHAIR



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TUESDAY, OCT. 8

4–7 P.M.

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Intellectual property is increasingly important in corporate valuation and business planning. Clients not only expect their counsel to have considered IP issues, they want to be alerted and guided to the right strategy. Learn the IP law basics required to meet these expectations and see opportunities and pitfalls in this area — particularly in light of the sweeping changes in the 2012 America Invents Act.

Topics include:

- Copyrights
- Trademarks
- Trade secrets
- IP litigation
- Licensing and other business transactions

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