

AGENDA



Intellectual Property Law Forum: IP 101

A Virtual CLE Event

December 8, 2020

Program Producer: Seth Ogden, Patterson Intellectual Property Law

Total Credits: 4 General

This live, virtual forum is intended for those who may have no experience with intellectual property (IP) law or who want to learn more about a certain type of IP; think of it as a 101 introductory course. The presenters will provide a survey of the three types of intellectual property for which protection can be sought by application to the federal government—patents, trademarks, and copyrights. The forum will culminate with a discussion of IP licensing agreements that may include one, two, or all three of these types of IP.

12 - 1 p.m. CT

Patent Law 101

1 General

What is a patent, how do I obtain one, and what does it cover? This introduction to patent law will cover why clients might seek patent protection (as compared to other forms of intellectual property protection for technology). We will also cover advantages to patent protection, costs, licensing patents, and the considerations of patent enforcement.

A.J. Bahou, Waller Lansden Dortch & Davis, LLP

1 - 2 p.m. CT

Trademark Law 101

1 General

What is a trademark, how do I protect one, and why do I protect one? This introduction to trademark law will cover why clients should clear trademarks before use and properly protect them. We will also cover advantages to trademark protection, costs, licensing trademarks, and the considerations of trademark enforcement.

Ed Lanquist, Patterson Intellectual Property Law

2 - 3 p.m. CT

Copyright Law 101

1 General

In this session, you'll learn exactly what U.S. copyright law does (and does not) protect, who owns a copyright, what rights a copyright owner receives, and how long copyrights last. We'll also discuss how the copyright registration process with the U.S. Copyright Office, as well as who should register, why, and when. Finally, we'll give tips and best practices for using the © symbol, protecting your copyrighted works, using other people's creative work the right way, and the concept of "fair use."

Autumn Boyd, The Law Office of Autumn Witt Boyd PLLC

3 - 4 p.m. CT

IP Licensing 101

1 General

What do I "do" with the copyrights, patents, and trademarks I now know how to obtain? How can I monetize them through partnerships with third parties? What are key differences in transactions of these assets? What are some key international considerations in IP licensing? This talk will feature a deeper dive into licensing of IP first introduced earlier in the session.

Kevin Christopher, Rockridge Venture Law