

Inventor Legal & Business Boot Camp

September 20, 2017

The Square Room – Knoxville, Tenn.



Total Credits: 3.5 General

This program is designed for those that create or own intellectual property (inventors, makers, artists, licensing organizations, etc.) and the attorneys that represent them.

Because intellectual property ("IP") owned by individuals and small businesses is a key component and contributor to the Tennessee and U.S. economy, the Tennessee Bar Association will conduct an Inventor Legal & Business Bootcamp to educate all attendees about the legal and business aspects of Intellectual Property and its role in starting a business. The Bootcamp will address:

- The attorney's role in representing inventors, makers, artists and businesses who build businesses based on the ownership or licensing of IP.
- The importance of protecting IP rights (patent, trademark and copyright).
- The steps and information needed for filing IP applications with the USPTO.
- Choosing and formalizing the best business organization to operate.
- The legal aspects of each business organization.
- The importance of maintaining a corporate structure.
- Investment options (including crowdfunding) available and the legal aspects of those options including understanding and developing Business Plans and Term Sheets.
- Licensing and Contractual considerations.

10:30 a.m. – 11 a.m.



Registration/Welcome

11 a.m. – 11:30 a.m.

General Overview of Intellectual Property Rights

Learn about the various intellectual property aspects associated with a product including patent, trademark, trade secrets and copyright and the importance of protecting each element.

Gary Pulsinelli, University of Tennessee College of Law

11:30 a.m. – 12:30 p.m.

Understanding the Invention Process

Using the example of inventor and panelist Jimmy Cochran's invention, Hooky, this panel will walk through the legal and business aspects of the invention process from the conception of an idea, to the filing of a patent, to investment and marketing the product. The panel will address the attorney's role in the representation of inventors, makers and businesses; how to protect the intellectual property aspects of your invention or product; steps to steps prior to filing an application including non-disclosure rules and agreements; using pro bono programs; pros and cons of trying to do it pro se and what resources are available?

Bill Fortunato, Merchant & Gould

Stephen Adams, Luedeka Neely

Hope Simabuku, United States Patent and Trademark Office

Jimmy Cochran, Inventor, Hooky

Moderated by: J. Scott (Skip) Rudsenske, Tennessee Bar Association

12:30 p.m. – 1 p.m.



Break and Lunch Served

1 p.m. – 2 p.m.

Business Plan and Business Entities

This panel will explain the best ways to formulate a business plan, term sheet. The panel will discuss the various business structures available that you will operate under once funded. This panel will address the legal and business aspects of setting up and running a business.

R. Christopher Trump, Egerton McAfee Armistead & Davis PC

Lynn Youngs, Anderson Center for Entrepreneurship & Innovation

Cliff Caudill, Score – Greater Knoxville Chapter

Moderated by: J. Scott (Skip) Rudsenske, Tennessee Bar Association

2 p.m. – 3 p.m.

Investment

Find out if you have an idea that is worth developing and the resources to do it. What are the available resources to fund your IP and what are the investment tools available including traditional investors, capital venture companies or crowdfunding. Understanding the legal ramifications behind each. Learn about ways to license your work and the contractual terms to consider.

Joan Heminway, University of Tennessee College of Law

Tracy Edmundson, Egerton McAfee Armistead & Davis PC

Chris Miller, Three Roots Capital

Bruce Hayes, Tennessee Small Business Development Center

Moderated by: J. Scott (Skip) Rudsenske, Tennessee Bar Association

3 p.m. – 4 p.m.

Reception and Networking

Immediately following the CLE program, join your fellow attendees for a light reception and connect with the panelists, attorneys, makers, inventors, entrepreneurs and community leaders.

Distinguished Guests:

Marc Brasheres, Knoxville Business Support Network and Score

Patricia Robledo, Knoxville Mayor's Maker Council

Lindsey Cox or Brittany Burgess, Launch TN/Governor's Office

Hope Shimabuku, USPTO Regional Director