

## Three Mistakes That Will Kill Your Brand and Business- I Forgot About: Trademark, Copyright and Licensing!

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Event Sponsor: Greenbaum, Rowe, Smith & Davis LLP Webinar

"I Forgot About: Trademark, Copyright and Licensing!"

Join us for a complimentary webinar on February 8, 2012.

Business owners spend years building a brand that distinguishes their product or service portfolio from their competitors. Much of the brand or total value of a business resides in its intellectual property, which can be stolen or destroyed if left unguarded. The goodwill of a business is in large part comprised of its intellectual property. Safeguarding intellectual property can maximize the value of a business portfolio, which can strengthen the value of the business and its assets. Intellectual property also creates a secondary source of revenue through licensing. Protecting one's intellectual property has become more challenging as technology advances, becomes less expensive and the ability to distribute content over the web becomes easier.

In this webinar, our speakers will facilitate a discussion on key IP issues and techniques to protect IP assets and shield you from infringement claims including:

1. Brand Protection: How to obtain trademark protection
2. Item Protection: Copyright protection for visual items, publications and sound productions
3. Licensing Issues: Licensee and Licensor perspectives

Speakers:

**Eric H. Melzer**

Partner, Corporate Department

**Jill R. Bier**

Attorney, Corporate Department