

# Intellectual Property: No Matter Your Size, Cover Your Assets

Speaking Engagement  
InterContinental Hotel; Milwaukee, WI  
May 10, 2017

Join Joseph Heino for his presentation addressing fundamental considerations for business owners relative to their intellectual property assets and know what to protect and how best to protect it under the latest IP laws. Perspectives will include trademarks, patents and licensing considerations. This discussion also will include monetization considerations and case studies from small – mid-sized Wisconsin businesses.

## PROFESSIONALS

Joseph S. Heino  
Partner

## RELATED SERVICES

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