



A Rhode Island Bar Association CLE Seminar

The Fundamentals of Intellectual Property Law

Thursday, January 17, 2013

12:00 PM – 2:00 PM

Rhode Island Law Center, Providence

Subject to Supreme Court Rule IV 3 this course has
been approved by the MCLE Commission
for 2.0 RICLE credits.



Speakers

Daniel J. Holmader, Esq.
Barlow, Josephs & Holmes, Ltd.

Jeffrey K. Techentin, Esq.
Adler Pollock & Sheehan P.C.

This informative program will provide general practitioners with the fundamentals of intellectual property law. The speakers will discuss the nuts and bolts of trademarks and copyrights, in particular:

- **How to Register a Trademark** - you will learn how to identify, search, register, and prosecute a federal and state trademark application. This process can be used to register a wide variety of marks that are fanciful, suggestive, and descriptive plus.
- **How to Register a Copyright** - how to identify, search, register, and prosecute a federal copyright application. This process can be used to register a wide variety of items including software applications, websites, books, music, etc.
- **Intellectual Property Protection for Social Media** - how to balance the positive branding prospects from a robust presence in social media with the risks that the IP will be diminished or infringed through unauthorized use.
- **How to Enforce Registered Copyrights and Trademarks** - an overview of enforcement options for copyrights and trademarks including a variety of non-litigation techniques and how to determine when litigation is appropriate.

This overview will provide you with the basics for handling some of the intellectual property issues your clients may encounter as well as answer some questions you may have in designing your own law firm marketing plan.

