



HOW TO START A BUSINESS? PROTECT YOUR VALUABLE IDEAS & GROW VIA SOCIAL MEDIA!

Please join the Egyptian Chamber of Commerce, Snell & Wilmer, and SCORE OC on November 9th for a primer on corporate and intellectual property legal and branding issues especially relevant to businesses today.

Details

Location: Snell & Wilmer | Plaza Tower | 600 Anton Boulevard, Suite 1400 | Costa Mesa, CA 92626

Note: Snell & Wilmer validates parking for the garage between Plaza Tower and the Westin Hotel.

Time: 6 p.m. – 8:00 p.m.

RSVP: [Go to registration Form](#)

Program

Topics will include:

- Building and operating your company
 - Company formation and types of entities
 - Importance of corporate formalities
 - Contracts
 - Importance of shareholder/operating agreements from the beginning of company formation
- Protecting your intellectual property assets
 - Understanding intellectual property and why it needs to be protected
 - When to use patents vs. trademarks vs. copyrights
 - How to obtain a patent, trademark or copyright and enforce your rights
 - The cost of not protecting your IP correctly
- Virtues of Social Media
 - Why social media is very important for business nowadays.
 - Building a social media strategy while getting the best use of time.

Speakers



Serge V. Pavluk: Serge represents both public and private companies in a range of corporate and securities transactions such as, complex mergers, tender offers, stock and asset acquisitions and divestitures, private and public securities offerings, commercial lending and financing transactions, joint ventures, private equity investments, periodic reporting by public companies in connection with the 1934 Act requirements, corporate governance, as well as business entity structuring and formation of limited liability companies, joint ventures and partnerships. Having started his career at the New York City's office of one of the top global (Magic Circle) law firms, Serge has particular experience in complex cross-border mergers and acquisitions and joint ventures.



Joseph (Joe) Teleoglou: Joseph is registered with the United States Patent and Trademark Office. Joseph has experience preparing and prosecuting trademark and patent applications in a variety of industries, including electronic, mechanical and aerospace devices as well as software and business methods. Joseph also has experience operating a small company in the area of technology transfer, including the acquisition, licensing and sales of intellectual property.



Eric Klauss: Eric comes with 20+ years Sales and Sales Management experience (Sales Manager/VP of Sales) selling, consulting and recommending technology solutions as a customer, consultant and salesperson in the industry. Serve mid-market and enterprise organizations most notably in Manufacturing, Distribution, and Life Sciences. Expert in Microsoft business solutions and technologies.

Eric is a SCORE Mentor and serves on Board of Directors as Vice President and Microsoft Community Connections Chair for the Southern California chapter of International Association of Microsoft Channel Partners (IAMCP).



Sharreace Baldwin: Since 2008, Sharreace Baldwin has thrived behind the scenes as a Communications Strategist, optimizing the digital marketing efforts of solopreneurs, small to mid-size businesses and nonprofits. From interns to executives, Sharreace aligns with core teams to shape the company voice and online presence. Her successful leadership in B2C and B2B marketing communications, social media, content and event production has resulted in increased revenue, engagement and productivity. She is recognized as a key leader

by Microsoft executives, business leaders and her peers.

Event Schedule

5.30 pm to 6.00 pm: Pre-event registration.

6.00 pm to 7.00 pm: Serge V. Pavluk & Joseph Teleoglou (Building and operating your company & Protecting your intellectual property assets)

7.00 pm to 7.15 pm: Break (snacks and refreshments).

7.15 pm to 8.15 pm: Eric Klauss & Sharreace Baldwin (Smart marketing using Social Media)

8.15 pm to 8.30 pm: Announcing the winner for the **raffle prizes** and Networking.



Snacks & Refreshments

Raffle Prizes

This workshop is presented by

[Egyptian American Chamber of Commerce](#)



[SCORE OC](#)



[Snell & Wilmer LAW OFFICES](#)

