

Intellectual Property Basics for Business Owners

The phrase "intellectual property" refers generally to patents, trademarks, copyrights and trade secrets. While people sometimes use these four categories interchangeably, they protect very different things and are commonly misunderstood. Failure to have at least a basic understanding of each of these categories and how to use them can result in

the loss of significant business assets and of competitive advantage. For example, some intellectual property rights require registration to provide legal protection while others don't. Similarly, keeping secrets is imperative with some forms of protection, while other types of IP can be lost through a lack of public use. The type of intellectual property at issue can also have a significant impact on whether your activities infringe on someone else's rights. For example, patents relate to inventions and give a right to exclude (not an affirmative right to make something), meaning that your activities may infringe even if you developed your product independently. Copyrights, on the other hand, protect the expression of an idea -the fact that two books or songs are essentially identical doesn't matter if they were truly independent creations.

Don't miss this opportunity! Register today!

When: October 19, 2016

Where: SAP&DC Main Conference Room | 3 Sheraton Dr. Altoona, PA 16601

Time: 9:30 am to 11:30 am

Presented by: Shawn Leppo, McNees, Wallace & Nurick, LLC.

Registration deadline: October 14, 2016

To register, email registration information to Tina Taylor at ttaylor@sapdc.org	
Company Name	
/Address:	
Attendee Name:	
Email Address:	
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