

# SOUTH-WEST TEXAS BORDER SBDC NETWORK & U.S. PATENT AND TRADEMARK OFFICE



**October 6th and 20th, 2021**

**10:00 am-12:00 pm CST | Webinars via Zoom Platform**

**Fee: None | Register at links below | Info: 956-665-7535**



South-West Texas Border  
**Small Business  
Development Center Network**

*The University of Texas at San Antonio*

## Intellectual Property Basics

**10/06/21 | 10:00 am-12:00 pm CST**

Are you interested in learning about intellectual property (IP)? This webinar provides an overview of the different types of IP (patents, trademarks, trade secrets, and copyrights) protections available. Learn the importance of each type for your small business.

**\*Click here to register!** (On-Demand until 10/29/21)

### Webinar highlights:

- ✓ Overview of patents, trademarks, copyrights, and trade secrets
- ✓ Considerations by innovators & entrepreneurs for protecting their IP
- ✓ Resources & assistance through the USPTO and other agencies

## IP within a Business Strategy

**10/20/21 | 10:00 am-12:00 pm CST**

Would you like to learn how to use your intellectual property (IP) within a business strategy? Learn how to leverage your IP for the success of your small business! Features a discussion on IP strategies and why businesses should consider them in their entrepreneurial journey.

**\*Click here to register!** (Registration deadline: 10/19/21)

### Webinar highlights:

- ✓ Leveraging IP for business success
- ✓ Benefits of IP protection
- ✓ IP protection as a business strategy

### \*Bonus opportunity for one-to-one meetings with USPTO:

One-to-one counseling sessions with USPTO personnel are available to webinar participants after each presentation! Space is limited. Request an appointment through registration as soon as possible to reserve a spot. Spanish counseling sessions are also available by request.

### Featured guest speaker:

**Hope Shimabuku**, Director of the Texas Regional United States Patent and Trademark Office (USPTO), brings to the USPTO nearly two decades of experience as an engineer and intellectual property attorney. She has received numerous professional honors, including being honored as a Hero of Innovation by the Center for American and International Law, being selected as a Dallas Business Journal "Top 40 Under Forty," named Dallas Business Journal's Corporate Counsel Rookie of the Year, and selected as one of DCEO's "500 Most Powerful Business Leaders."

UNITED STATES  
PATENT AND TRADEMARK OFFICE



### Hosted by the following organizations:

These webinars are hosted by the centers of the South-West Texas Border SBDC Network in partnership with the U.S. Patent and Trademark Office.

Proud member of the South-West Texas Border SBDC Network



The South-West Texas Border SBDC Network is funded in part through the State of Texas and a Cooperative Agreement with the U.S. Small Business Administration.



This event is accessible to individuals with disabilities.

To request a reasonable accommodation, including captioning, sign language interpreting, or for more information, please email [TexasRegionalOffice@uspto.gov](mailto:TexasRegionalOffice@uspto.gov) or call 469-295-9000.

IP WEBINAR OFFERED IN COLLABORATION BY THE

# SOUTH-WEST TEXAS BORDER SBDC NETWORK & U.S. PATENT AND TRADEMARK OFFICE



## Intellectual Property Basics

October 6, 2021

10:00 am-12:00 pm CST | Webinar via Zoom Platform



South-West Texas Border  
Small Business  
Development Center Network

The University of Texas at San Antonio

## Agenda

### Welcome & Introduction

South-West Texas Border SBDC Network  
US Patent and Trademark Office

### Topics

Overview of patents, trademarks, copyrights, and trade secrets

Considerations by innovators & entrepreneurs for protecting their IP

Resources & assistance through the USPTO and other agencies

### Q&A

### Conclusion

South-West Texas Border SBDC Network

Proud member of the South-West Texas Border SBDC Network



The South-West Texas Border SBDC Network is funded in part through the State of Texas and a Cooperative Agreement with the U.S. Small Business Administration.



IP WEBINAR OFFERED IN COLLABORATION BY THE

# SOUTH-WEST TEXAS BORDER SBDC NETWORK & U.S. PATENT AND TRADEMARK OFFICE



## IP within a Business Strategy

October 20, 2021

10:00 am-12:00 pm CST | Webinar via Zoom Platform



South-West Texas Border  
Small Business  
Development Center Network

The University of Texas at San Antonio

## Agenda

### Welcome & Introduction

South-West Texas Border SBDC Network  
US Patent and Trademark Office

### Topics

Leveraging IP for business success

Benefits of IP protection

IP protection as a business strategy

### Q&A

### Conclusion

South-West Texas Border SBDC Network

Proud member of the South-West Texas Border SBDC Network



The South-West Texas Border SBDC Network is funded in part through the State of Texas and a Cooperative Agreement with the U.S. Small Business Administration.

