



bskb

2012

U.S. TRADEMARK  
PRACTICE SEMINAR

April 16 – 20, 2012  
Metropolitan Washington, DC

# JOIN US!

We are pleased to announce the opening of registration for the 2012 U.S. Trademark Practice Seminar:

**April 16 – 20, 2012**

This one-week seminar is designed to provide a comprehensive overview of U.S. trademark practice. Beginning with introductory lectures on the U.S. trademark system, subject matter becomes more complex throughout the week. Our knowledgeable lecturers draw from years of experience in the trademark field and focus on real life case examples.

For further details, please review the enclosed seminar description. Since attendance is limited, we recommend that you complete and return the enclosed registration form as soon as possible to reserve your space. Preference in registration will be given to BSKB clients. Online registration is available at [bskb.com](http://bskb.com) under "Seminars." **Registrations for the 2012 seminar must be returned to BSKB by March 1, 2012.**

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## Who Should Attend?

- Attorneys, agents, paralegals and trademark administrators who are interested in developing a thorough understanding of U.S. Trademark Practice.
- Advertising agency employees who are interested in properly using trademarks in advertising copy and advising their clients about selection and proper use of trademarks.
- U.S. attorneys in general practice and corporate general counsel who need to keep up to date with the many changes that are occurring in the area of U.S. Trademark Law.

## Trademarks: From Filing to Litigation

The U.S. Trademark Practice Seminar will provide a broad range of information starting with a brief review of the basics of U.S. Trademark Law and continuing on to explore advanced topics such as inter partes proceedings before the Trademark Trial and Appeal Board and litigation. The seminar will provide the type of practical training that cannot be obtained from normal legal texts and includes, wherever possible, real-life examples. In addition, questions and open discussion among the participants are encouraged.

In addition to the academic component of the seminar, BSKB strives to help our non-U.S. participants experience, enjoy and appreciate the American way of life and culture and the in Washington, DC area. Likewise, our U.S. participants have a chance to explore the Washington, DC area and learn about the cultures represented by their non-U.S. classmates. Many friendships and business relationships are made during the course of the seminar and last long after the seminar concludes.

## Topics Covered Include:

### Fundamentals of Trademark Law

- Creation and Maintenance of Trademark Rights
- Conducting Trademark Searches
- Categories and Strength of Marks
- Proper Use and Promotion of a Trademark
- Confusion Between Marks
- Preparation of a Trademark Application
- Prosecution Before the Trademark Examiner
  - Ex Parte Procedures
  - Substantive Amendments to Applications
- Special Procedures for Intent to Use Applications
  - Amendments to Allege Use
  - Statement of Use Requirements
- Preparation of Declarations
- Madrid Protocol
- Strategies for Avoiding Common Pitfalls

### After Registration Procedures

- Section 8 and/or 15 Declarations
- Renewal Applications
- Policing a Trademark

### Advanced Topics

- Practice Before the Trademark Trial and Appeal Board
- Licensing and Assignment of Trademark Rights
- Inter Partes Matters
  - Opposition Proceedings
  - Cancellation Proceedings
  - Interference Proceedings
  - Concurrent Use Proceedings
  - Negotiation of Settlements in Inter Partes Cases
- Litigation
  - Procedure in U.S. Courts
  - Substantive Issues in Trademark Cases
- Developing and Protecting Trade Dress

## General Information

Classes will be held from 9:30 a.m. to approximately 4:00 p.m. Monday through Thursday and from 9:30 a.m. to 12:30 p.m. on Friday, April 20. Lunch will be provided Monday through Thursday. A welcoming reception will be held after the first day of classes on the evening of Monday, April 16. The seminar will also include a tour of the Trademark Section of the U.S. Patent and Trademark Office, as well as a closing banquet.

Since attendance will be limited, anyone who wishes to attend should return the enclosed registration form as soon as possible. Registrations are due by March 1, 2012. The cost for the 2012 Seminar is \$1,250. This includes all lecture materials and the text book, lunches, and social events.

BSKB is arranging a group rate for participants at a nearby hotel. Upon registering for the seminar, you will receive further information regarding housing options.



## About BSKB

Founded in 1976, BSKB is a nationally recognized intellectual property law firm with offices in Falls Church, VA and San Diego, CA. The firm has a full service intellectual property practice including litigation, patent prosecution, and patent interference, as well as copyright and trademark services. For more information, see the firm's website at [bskb.com](http://bskb.com).

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