



U.S. Brand Protection & Trademark Seminar

April 9 - 12, 2018

Metropolitan Washington, D.C.

Estimated 18 hours of CLE Credit Available!

Trademarks: From Filing to Litigation

The U.S. Brand Protection & Trademark Seminar is designed to provide participants with a comprehensive overview of trademark practice in the United States. Beginning with introductory lectures on the U.S. trademark system, the topics become more complex throughout the week, exploring advanced topics such as inter partes proceedings before the Trademark Trial and Appeal Board and litigation. Our knowledgeable lecturers draw from years of experience in the trademark field and focus on real life case examples.

Who Should Attend?

- Corporate general counsel and legal staff.
- International attorneys, agents, paralegals and trademark administrators.
- Advertising and marketing professionals.

Approximate
Class Times:
9:30 a.m. - 4:00 p.m. daily

Topics Covered

- **Fundamentals of Trademark Law**
Including: Creation and Maintenance of Trademark Rights; Conducting Trademark Searches; Categories and Strength of Marks; Proper Use and Promotion of a Mark; Confusion between Marks; Preparation of a Trademark Application; Prosecution Before the Trademark Examiner; Special Procedures for Intent to Use Applications; Preparation of Declarations; Madrid Protocol; and Strategies for Avoiding Common Pitfalls
- **After Registration Procedures**
Including: Section 8 and/or 15 Declarations; Renewal Applications; and Policing a Trademark
- **Advanced Topics**
Including: Practice before the Trademark Trial and Appeal Board; Licensing and Assignment of Trademark Rights; Inter Partes Matters; Litigation; and Developing and Protecting Trade Dress

Cost:
\$1,250 (includes all lecture materials, text book, lunches and social events)

Register by
March 12, 2018:
bskb.com/seminars

CLE credit available:
estimated 18 hours of Virginia CLE credit will be available.