



BSKB's Annual U.S. Brand Protection & Trademark Seminar

April 8-11, 2019

Metropolitan Washington, D.C.

Estimated 18 hours of CLE Credit Available!

Brand Protection in the United States

The U.S. Brand Protection & Trademark Seminar is designed to provide participants with a comprehensive overview of the selection, clearance, registration, enforcement, proper use and protection of brands and trademarks. Beginning with introductory lectures on the fundamental purpose of brands and trademarks and how their rights are created, the topics become more complex throughout the week, exploring advanced topics such as inter partes proceedings before the Trademark Trial and Appeal Board, domain name and social media issues, anti-counterfeiting and litigation. Our knowledgeable lecturers draw from many years of experience in the trademark field and focus on real-life case examples.

Who Should Attend?

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

Topics Covered

Principles of Brand Protection

- Including: Selecting Strong Brands and Marks; Proper Mark Use; Social Media Issues; Domain Name Issues; Anti-Counterfeiting; and Policing and Enforcing Your Brand

Fundamentals of Trademark Law

- Including: Creation and Maintenance of Trademark Rights; Conducting Trademark Searches; Confusion between Marks; Preparation of a Trademark Application; Prosecution; Special Procedures for Intent to Use Applications; Preparation of Declarations; 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

Approximate Class Times:

Daily, 9:30am – 4:00pm

Cost: \$1,250.00

Includes all lecture materials, digital text book, lunches and social events

Register by March 13, 2019

bskb.com/seminars

Partial waiver for all registrants before February 15, 2019; Inquire about our discount for in-house counsel: seminars@bskb.com

CLE Credit Available:

Estimated 18 hours of Virginia Continuing Legal Education credit will be available

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