

# PROTECTING INTELLECTUAL PROPERTY



8:30 – 11:30 a.m. (at all locations)

**Tuesday, October 16**      **Huntsville**  
**Wednesday, October 17**   **Birmingham**  
**Thursday, October 18**      **Mobile**

## ***Why you should attend***

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection for small and medium sized enterprises (SMEs). The intangible nature of intellectual property and the worldwide inconsistency of standard practices create challenges for U.S. businesses wishing to protect their inventions, brands, and business methods in foreign markets. The three most common vehicles for protecting intellectual property are patents, trademarks, and copyrights. This seminar is intended to provide exporters with a brief overview of intellectual property rights and the methods being employed to protect those rights internationally.

## ***Topics and Speakers***

### **What are Patents, Copyrights, Trademarks and Trade Secrets?**

#### **Discussion: Conducting the Intellectual Property Audit**

Revelle Gwyn & Stephen Hall, Bradley Arant Rose & White (H'ville/B'ham)  
Greg Jones, Attorney-at-Law, Hand Arendall (Mobile)

### **How to Obtain Intellectual Property Protection**

#### **(Or, now that I know what I have, how do I protect it?)**

Susan Anthony, Attorney-Advisor  
U.S. Patent and Trademark Office  
Office of Intellectual Property Policy and Enforcement

### **How to Enforce Your Intellectual Property Rights**

Robert C. Fay, President  
The Fay Group, Atlanta, Georgia

### **Recording Your Registered Rights with Customs:**

#### **Protecting the Home Market**

Kenneth Mouradian, Director and Intellectual Property Specialist  
U.S. Department of Commerce

### **The STOP Initiative (STOPFakes.gov)**

Susan Anthony, Attorney-Advisor  
U.S. Patent and Trademark Office  
Office of Intellectual Property Policy and Enforcement

## REGISTRATION

Please mark the seminar you wish to attend **and RSVP to the person listed for that location.**

### **Huntsville**

- Fee is \$25 NAITA Members \$40 non members  
Location:           Dynetics  
                          1002 Explorer Boulevard  
                          Huntsville AL

**RSVP to: NAITA** at 256-532-3505 or [rsvp@naita.org](mailto:rsvp@naita.org) or  
fax to 256-532-3704

### **Birmingham**

- Fee is \$40  
Location:           Birmingham Regional Chamber of Commerce  
                          505 North 20<sup>th</sup> Street, Ste. 200 – Financial Center  
                          Birmingham AL

**RSVP to: Jamika Kirk** at 205-241-8125 or fax 205-241-8165 or  
[jkirk@birminghamchamber.org](mailto:jkirk@birminghamchamber.org)

### **Mobile**

- Fee is \$40  
Location:           Mobile Area Chamber of Commerce  
                          451 Government Street, Mobile, AL 36602

**RSVP to: Tony van Aken** at 251-431-8651 or fax 251-431-8608 or  
[tvanakan@mobilechamber.com](mailto:tvanakan@mobilechamber.com)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card Information: **(Only for Mobile registration)**

Cardholder: \_\_\_\_\_

Number: \_\_\_\_\_

Exp. \_\_\_\_\_ or Invoice \_\_\_\_\_