Join us as Craig Morris, Managing Attorney for Trademark Educational Outreach at the United States Patent and Trademark Office teaches us:

• how trademarks, copyrights, patents, domain names, and business names registrations all differ

• why it is important for any new business to select a trademark that will be both federally registrable and legally protectable, highlighting factors critical when choosing a mark

• the importance of doing a complete search and whether an attorney should be used

• what may happen if another trademark owner believes it has stronger rights in a mark and issues a “cease-and-desist” letter

• information on what the USPTO does in the federal registration process and how to avoid scams perpetrated by companies that request fees for services not required by the USPTO

Tuesday, November 7, 2017
One Event, Two Locations

12noon - 1:30pm
University of Central Florida
John C. Hitt Library, Rm 223
Orlando, FL 32803

6pm - 7pm
National Entrepreneur Center
Fashion Square Mall
3201 East Colonial Drive
Orlando, FL 32803

Light refreshments will be served at both locations

Register at
http://guides.ucf.edu/trademarks/events

Problems? Concerns? Call UCF Library, 407-823-5308

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