**2014 National Trademark Expo**

**Content**

**EXHIBITORS**

5-hour ENERGY

1000 Cranes, LLC

American Bar Association

American Girl, LLC

American Intellectual Property Law Association

BERG USA

Canon U.S.A., Inc.

Caterpillar Inc.

City of Falls Church (Virginia) Economic Development Authority

Girl Scouts of the USA

Hershey Chocolate & Confectionery Corporation (The Hershey Company)

Hooray for Books!

Idaho Potato Commission

Indian Arts and Crafts Board, U.S. Department of the Interior

International AntiCounterfeiting Coalition (IACC)

International Trademark Association – Unreal Campaign

Microsoft

NASA Goddard Space Flight Center's Innovative Technology Partnerships Office

National Intellectual Property Rights Coordination Center (IPR Center)

NumbersAlive!

Rita’s Ice, Custard, Happiness

Smithsonian Institution

Sweet Frog Premium Frozen Yogurt

The LEGO Group

The National Institute on Deafness and Other Communication Disorders

The Pepsom Group, Inc.

The United States Foundation for Inspiration and Recognition of Science and Technology (FIRST)

The University of Notre Dame du Lac

United Parcel Service Inc. (UPS)

United States Air Force

U.S. Chamber of Commerce

Valvoline

Volcom, Inc.

YMCA of Metropolitan Washington

Zoomph

**COSTUMES**

T.Markey

5-Hour ENERGY Bottle

Crayola crayons’ mascot “Tip”

Fruit of Loom “fruit suits”

Peeps

Rita’s Ice Guy

Spuddy Buddy

Sweet Frog

The Very Hungary Caterpillar

Volcom’s “Stoney”

Where’s Waldo?

**INFLATABLES**

BERG USA track

Collegiate mascots

NFL football player – Baltimore Ravens

Valvoline bottle

**OUTSIDE ATTRACTIONS**

BERG USA’s pedal carts

Caterpillar equipment

Lego displays

NASCAR show care for 5-hour ENERGY

UPS truck

Just Born’s Peepmobile

**INSIDE ATTRACTIONS**

Children’s Workshops

Sound Marks Interactive Electronic Game

Story Time by Hooray for Books!

Video featuring Trademark Information - National Inventors Hall of Fame Museum

**DISPLAYS**

Counterfeit vs. Authentic goods

Geographical Indicators

Non-traditional Marks

**SEMINARS**

Counterfeiting and Piracy - Why Buy “Legit”?

Trademark Application and Registration: Process and Pitfalls

Trademark Basics: What Every Small Business Should Know Now, Not Later

Trademarks, Patents, Copyrights and Trade Secrets for US Companies: The Top Myths, Mysteries, and Mistakes

USPTO Website: An Overview of Online Tools and Resources