Agenda

Thursday, August 16, 2018

4–6 p.m.
Registration and badge pick-up
Pre-Conference workshops (optional)

6–7 p.m.
Getting to first base:
Understanding patent basics
Understanding trademark basics

Friday, August 17, 2018

8–8:30 a.m.
Registration

8:30–8:45 a.m.
Introduction/Welcome

8:45–9:45 a.m.
We did it, you can too:
Learning from successful inventors
Learn the steps needed to start a successful business from two successful inventors turned entrepreneurs as they explain their experiences with IP and starting their businesses.

9:45–10:15 a.m.
Patents, trademarks, and copyrights

10:15–10:45 a.m.
Break

10:45 a.m.–11:45 a.m.
We’re the government and we can help:
Available resources
Representatives from the SBA, MDBA, OID and USPTO Regional Offices will detail the resources available to the public via their respective organization.

11:45 a.m.–12:45 p.m.
Lunch break
Walk through the USPTO’s website presentation by Ned Landrum from 12:15–12:45
A list of dining options is available at the registration desk.

12:45–1:45 p.m.
Keynote - Howie Busch

1:45–2:00 p.m.
Andrew Hirshfeld,
USPTO Commissioner for Patents
Introduced by Valencia Martin Wallace,
Deputy Commissioner for Patent Quality

2:00–2:15 p.m.
Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

2:15–3 p.m.
Think it, make it, sell it:
Understanding manufacturing
Now that you have thought of “it”, learn from these panelists the necessary steps to manufacture and market your products.

3–3:15 p.m.
Break

3:15–4 p.m.
Breakout sessions
1. Patents: How to search your invention
Madison West (MDW) 1B25
2. Trademark website resources and tools
Madison West (MDW) 207
3. Filing for a patent & common mistakes
Madison Auditorium North
4. Funding your venture
Madison Auditorium South

4–4:15 p.m.
Break/Booths

4:15–5:30 p.m.
To market, to market, to market we go:
How products are brought to market
Learn how from this inventors how companies determine what products to manufacture and sell.

5:30–6:30 p.m.
One-on-one assistance
Sign up at the registration desk, limited appointments available on a first-come, first serve basis.

5:30–7 p.m.
Networking at resource booths

Saturday, August 18, 2018

8:45 a.m.–9:00 a.m.
Welcome

9:00 a.m.–10:15 a.m.
We did it, you can too:
Learning from successful inventors
Learn the steps needed to start a successful business from two successful inventors turned entrepreneurs as they explain their experiences with IP and starting their businesses.

10:15–11:15 a.m.
Accelerators, incubators, start-ups—oh my!
Learn the differences and benefits of each of these key components of business.

11:15–11:30 a.m.
Break

11:30 a.m.–12:15 p.m.
Building your IP portfolio
Learn the necessary components a small business needs to ensure proper IP coverage from these knowledgeable panelists.

12:15–1:15 p.m.
Lunch break
Pro Bono presentation from 12:45–1:15
A list of dining options is available at the registration desk.

1:15–2:15 p.m.
Don’t strike out: pitching your invention
Panelists will detail how to get major companies interested in new products.

2:15–3:15 p.m.
Driving your success: Understanding licensing, commercialization and outside investment

3:15–4:00 p.m.
Taking on the world: Globalization
Learn the steps necessary to successfully and safely globally distribute your product.

Invention-Con 2018 Agenda (subject to change)