



DRAFT AGENDA

Friday August, 17, 2018

Concept to Commercialization

8:00 AM – 8:30 AM - Registration

8:30 AM – 9:00 AM – Introduction/welcome (Mindy Bickel, Rick Siedel, Drew Hirshfeld, Under Secretary)

9:00 AM – 10:00 AM – 2 Inventors talking about their success stories (patents and trademarks to be used in following panel.)

10:00 AM – 10:45 AM – Patent, Trademark, Copyright (IP Overview)

10:45 AM – 11:15 AM – Break/Booths

11:15 AM – 12:15 PM – Government Resources Promoting Entrepreneurs Panel (SBA, MBA, EDA, OID, Regional Offices)

12:15 PM – 1:15 PM – Lunch Break

1:15 PM – 2:15 PM - Keynotes

2:15 PM – 3:00 PM – Manufacture

3:00 PM – 4:00 PM – Break out (Patents How to Search Your Invention – PTRC, Trademark Website Resources and Tools, Filing for a Patent & Common Mistakes for a Patent, Crowd Sourcing)

4:00 PM – 4:30 PM – Break/Booths

4:30 PM – 5:30 PM – How Products are brought to Market (panel to include HSN)

5:30 PM – 6:30 PM – One on One Assistance

5:30 PM – 7:00 PM – Networking at Resource Booth



DRAFT AGENDA

Saturday, August 18, 2018

Steps to Commercialization through IP

8:00 AM - 8:45 AM – Registration

8:45 AM – 9:00 AM – Opening Remarks

9:00 AM – 9:45 AM – Success story keynote (Spanx)

9:45 AM – 10:30 AM – Jump starting your idea (building out your IP Portfolio)

10:30 AM – 11:00 AM – Break/Exhibit

11:00 AM – 12:00 PM – Accelerators (University), Incubators, Start Ups (Tom Dalziel)

12:00 PM – 1:00 PM – Lunch Break

1:00 PM – 2:00 PM – Utilizing Tech Transfer

2:00 PM – 2:30 PM – Break/Exhibit

2:30 PM – 3:30 PM – Marketing your invention (Warren Tuttle, Lisa Ascolese)

3:30 PM – 3:45 PM – Break/Exhibit

3:45 PM – 4:45 PM - Understanding Commercialization (Value of Mom and Pop businesses, identifying your Customer Base)

4:45 PM – 5:00 PM – Closing Remarks (Mindy Bickel)