

Intellectual Property Series 2017: Trademark Basics: What Every Small Business Should Know Now, Not Later

Wednesday, August 2 | 5:30-7pm

San Diego Central Library | Shiley Suite - 9th Floor

Does your business have an amazing brand name? Do you want to learn how to protect it?

In this presentation, you'll learn basic facts about trademarks and how they differ from patents, copyrights, domain names, and business names. You'll also learn how to select a trademark that is federally registrable and legally protectable, which can be your business's most valuable asset.

Jason Lott, USPTO Attorney Advisor for Trademark Educational Outreach, will present trademark basics and answer your questions.

UNITED STATES
PATENT AND TRADEMARK OFFICE



UC San Diego

RESEARCH AFFAIRS
Office of Innovation and Commercialization

Questions? Contact San Diego Fab Lab: operations@fablabsd.org