

LES Silicon Valley Chapter & California Invention Center

Present an Educational Series...



# Navigating Through the Invention Process

## FROM IDEA TO PRODUCT TO MARKET

Got an idea but don't know where to start? This series will guide you through turning ideas into new ventures. From researching and protecting your invention to packaging and marketing your product, each course targets steps you need for a successful product launch.

### Branding and Trademarking Your Product(s)

Wednesday, May 23, 2018, 6 PM – 8 PM | Silicon Valley USPTO

In the next series installment, learn about developing a brand and bringing value to your product(s) by trademarking. **Mark Publicover, Co-Founder, JumpSport** ([www.jumpsport.com](http://www.jumpsport.com)) shares his insight in developing a successful brand.

### Approaching the Corporate World with Your Product(s)

Wednesday, June 13, 2018, 6 PM – 8 PM | Silicon Valley USPTO

This session covers best practices for successfully pitching your product(s) to corporations – plus, learn about patents and licensing from a corporate perspective. **Chris Talbot, Senior Director Strategic Licensing, Applied Materials, Inc.**, shares his expertise and perspective from the corporate world.

### Start-up Time

Wednesday, August 1, 2018, 6 PM – 8 PM | Silicon Valley USPTO

SAVE THE DATE! Learn more about steps to consider before starting your own business. More information coming soon.

The Licensing Executive Society – Silicon Valley Chapter [www.LES-SVC.org](http://www.LES-SVC.org) and the: [www.CaliforniaInventionCenter.org](http://www.CaliforniaInventionCenter.org) are offering a half hour **free information** session with a member attorney or business executive to one lucky attendee. **You must be present to win.**

Register at: [www.uspto.gov/siliconvalley](http://www.uspto.gov/siliconvalley)



### THE SERIES...

The Licensing Executives Society Silicon Valley Chapter and California Invention Center have joined forces to offer a comprehensive series for the inventor or entrepreneur. The sessions will be held at the Silicon Valley United States Patent and Trademark Office (USPTO).

#### LOCATION:

Silicon Valley USPTO  
26 S. Fourth Street  
San Jose, CA 95113

UNITED STATES  
PATENT AND TRADEMARK OFFICE

