



MAY 26TH - 27TH

WOMEN'S ENTREPRENEURSHIP SYMPOSIUM

Thursday, May 26

8:30 – 9:00	Registration & Continental Breakfast Welcome	David A. Cole - Executive Director Hagley Museum and Library
9:00 – 9:15	Welcome and Preview of the Day	Mindy Bickel - Associate Commissioner, Office of Innovation Development, U.S. Patent and Trademark Office (USPTO)
9:15 – 10:15	How do I start my own successful business; where do I begin?	Jessica Gibson - Women's Business Center at First State Community Loan Fund, SBA
10:15 – 10:30	Break	
10:30 – 11:30	Intellectual Property as a Business Strategy: Introduction to the Importance of Patents and Trademarks	Elizabeth Dougherty - Director of Inventor Education, Recognition and Outreach, USPTO and Catherine Cain, Editor, Trademark Manual of Examining Procedure, Office of the Deputy Commissioner for Trademark Examination Policy, USPTO
11:30 – 12:30	Licensing vs. Going to Market Alone	Warren Tuttle - President, United Inventors Association and Open Innovation Director, Lifetime Brands and Techtronic's Industries, North America
12:30 – 2:00	Keynote Luncheon Speaker	Aaron Krause - "Daddy of the Scrub Daddy" President and CEO Scrub Daddy, Inc.
2:00 – 2:45	Do US Product Safety Laws Apply to your New Product?	Neal Cohen - former Small Business Ombudsman, U.S. Consumer Product Safety Commission

2:45 – 3:45

State and Local Resources Panel

Delaware Manufacturing Extension Partnership

Rustyn Stoops - Executive Director (invited)

Delaware SCORE

Tom Ziemianski - Chapter President

Pro-Bono Assistance

Alan Garfield - Pro-Bono Director and Professor of Law Widener University, Delaware Law School

USEAC

Antonio Ceballos - Director, U.S. Export Assistance Center, Philadelphia, PA

3:45 – 4:45

Conversation with Entrepreneurs and how they put their IP to work

Lisa DeLuca - Technology Strategist, IBM Commerce, Experience One Organization and AAAS-Lemelson Invention Ambassador

Bethany Edwards - LIA Diagnostics, InnovateHER: 2015 Innovating For Women Business Challenge 1st Place Award Winner

4:45 – 6:00

Networking Reception

Sponsored by The Intellectual Property Group at Drinker, Biddle