

Women's Entrepreneurship Symposium

March 20-21
University of Denver



UNIVERSITY of
DENVER

CBA
COLORADO BAR ASSOCIATION

Friday, March 21, 2014

*Morning sessions to be held in Daniels College of
Business Margery Reed Hall*

8:00 – 8:30

Registration & Check In

8:30 – 8:45

Welcome and Preview of the Day

*Elizabeth Dougherty, Director of Inventor
Education, Outreach and Recognition, U.S. Patent
and Trademark Office (USPTO)*

8:45 – 9:15

Opening Remarks

Presenter invited

9:15 – 10:00

Learning, Lending and Coaching

*Stacey Landry, Development Director and Co-
Founder, Rocky Mountain MicroFinance Institute,
Colorado Enterprise Fund, ACCION*

10:00 – 10:30

Licensing

*Elizabeth Harding, of Counsel, Holland & Hart,
LLP*

10:30 – 10:45

Break

10:45 – 11:15

Cultivate- The Power of Winning Relationships

Morag Barrett, CEO, Skyeteam

11:15 – 11:45

**Charisma: How to Recognize it in others and build it
yourself**

*Maryellen Russo, Portfolio Manager, Pearson
Education*

11:45 – 12:00

Data-Driven Innovation

Anne Zelenka, Data Scientist, ServiceSource

*Lunch to be held in Knoebel School – Joy Burns
Center*

12:00 – 1:15

Keynote Luncheon Speaker

Arrow Electronics Invited

1:15 – 2:15

State and Local Resource Panel

Panel presenters invited

2:15 – 3:30

Concurrent Breakout Sessions

Patents – Let’s Talk Details (including How Do I Conduct a Patent Search?)

Sue Purvis, Supervisory Patent Examiner, USPTO

Trademarks-Making Your Brand the Best It Can Be

Montia Givens, Trademark Staff Attorney, Office of the Commissioner for Trademarks, USPTO

Are You An Inventor or Entrepreneur?

*The DaVinci Institute, **Invited***

3:30 – 3:45

Break

3:45 – 5:00

Concurrent Breakout Sessions

Exporting your Products – Must Have Information

*Paul G. Bergman, Jr.
Director, U.S. Export Assistance Center*

Bringing Mobile Technology to your Business – are you there yet?

Doug Dwyre, CEO, Mocupay

IP protection: patents, trademarks, trade secrets, and copyrights, The Full Picture

Montia Givens, Trademark Staff Attorney, Office of the Commissioner for Trademarks and Elizabeth Dougherty, Director of Inventor Education, Outreach and Recognition, (USPTO)

5:00 – 6:00

One-on-One with the Experts

Joy Burns Center Ballroom