

# STOPfakes Roadshow

## Business Essentials: Protecting Intellectual Property



### INTELLECTUAL PROPERTY RIGHTS SEMINAR

The **STOPfakes.gov** Roadshow delivers critically important information about intellectual property to the audience that needs it most—start-ups, entrepreneurs, small and medium-sized businesses, independent creators, and inventors. The information is presented by experts from multiple government agencies that deal with intellectual property issues. Participants will learn: how to identify and protect the various intellectual property assets they have; the mechanisms for obtaining IP protection in overseas markets and strategies for determining where they should seek protection; how to record their mark with Customs, with on-site help, in order to exclude counterfeit goods from entering the United States; how to combat counterfeits on international e-commerce sites; and about government resources available to help U.S. businesses with intellectual property issues. In short, participants will learn information vital to competing in an increasingly global environment.

Milwaukee, WI

#### When

Tuesday, April 18, 2023  
9:30 AM - 4:00 PM

#### Where

Harley Davidson University  
3800 W. Juneau Ave  
Milwaukee, WI 53208

#### Cost

\$50/person (Continental  
Breakfast and Lunch included)

[Register Here](#)

#### Brought to You By:



#### One-on-One

Participants can meet with the speakers for 10-minute sessions to discuss an IP issue they have.



#### Apply for Copyright and Trademark Recordation On-Site

On-site assistance is made available by Customs and Border Protection (CBP) staff to navigate the recordation application portal and process.

#### U.S. Government Partners

U.S. Department of Commerce  
International Trade Administration  
U.S. Patent and Trademark Office  
Federal Bureau of Investigation

U.S. Customs and Border Protection  
U.S. Small Business Administration Minority Business  
Development Agency Export-Import Bank of the  
United States

U.S. Commercial Service  
National IPR Center  
U.S. Copyright Office  
U.S. Department of State

#### Program Sponsored By:

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For more information, contact [STOPfakes@trade.gov](mailto:STOPfakes@trade.gov)

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