

# BUSINESS ESSENTIALS: PROTECTING INTELLECTUAL PROPERTY



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

Salt Lake City, Utah  
September 10, 2019

Salt Lake Community College,  
Miller Campus in Sandy, UT

## INTELLECTUAL PROPERTY RIGHTS SEMINAR

The **STOPfakes<sup>gov</sup>** 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.



### 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 CBP staff to navigate the recordation application portal and process.



### Apply for Copyright Registration On-site

Copyright Office staff will be on-site to help you with the application required to register your work online.

**Register  
Now!**

### When

September 10, 2019  
8:30am - 4:30pm

Afternoon: One-on-one  
meeting with speakers

### Where

Salt Lake Community  
College, Miller Campus in  
Sandy, UT

### Cost

\$40 (Breakfast and Lunch  
Included)

### Partners

Utah District Export  
Council

World Trade Center Utah

SLCC-Utah SBDC Global  
Trade Center

## U.S. Government Participation

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

U.S. Department of Commerce  
International Trade Administration  
U.S. Patent and Trademark Office  
U.S. Copyright Office

Federal Bureau of Investigation  
U.S. Commercial Service  
U.S. Department of State  
U.S. Department of Homeland Security

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