

# BUSINESS ESSENTIALS: PROTECTING INTELLECTUAL PROPERTY



Waukesha, Wisconsin  
Thursday, May 2, 2019

Marriott Milwaukee West  
W231N1600 Corporate Court

## INTELLECTUAL PROPERTY RIGHTS SEMINAR

The **STOPfakes<sup>®</sup>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.

**Register  
Now!**



### When

May 2, 2019

8:30 am - 5:00 pm

### Where

Milwaukee Marriott  
West

W231N1600 Corporate  
Court

### Cost

\$95 (Breakfast and Lunch  
included)

### Sponsors

The Wisconsin District  
Export Council

Godfrey & Kahn S.C.



### 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.

## 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  
Federal Bureau of Investigation

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

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