

INTELLECTUAL PROPERTY - 4TH JUNE 2020

A webinar in conjunction
with Marks & Clerk



Thursday 4th June 2020 at 09:30 using GoToMeeting

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Marks & Clerk has long been recognised as one of the leading patent and trade mark attorney firms across the globe, with eight offices across the UK and a further eight in North America and the Asia-Pacific.

Intellectual Property

Having the right type of intellectual property protection helps you to stop people stealing or copying:

- the names of your products or brands
- your inventions
- the design or look of your products
- things you write, make or produce

It also adds significant value to your business for when you are fundraising or on exit

The session will last 60 minutes with a further 20 minutes for Q&A. It will be presented with lots of examples and case studies so that you can easily understand the various IP approaches. The different types of protection will be discussed and the impact that Brexit will have on IP.

Additionally you will be able to make an informed decision on where you should invest your scarce capital to gain the most IP bang for your buck or just get to market quickly.

Presenters from Marks & Clerk

Rhian Granleese – Partner

Rhian qualified as a patent attorney last century and her practice has grown to encompass most topics that fall under the general headings of electronics and physics. She has particular experience in the fields of: semiconductors, quantum effect devices, memory architecture, medical devices, magnetic devices, optics, telecommunication networks, fabrication techniques; and mathematical modelling.



Michael Barrett - Senior Associate

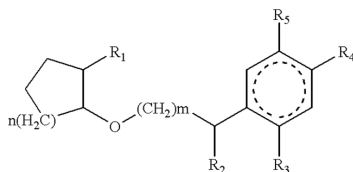
Michael is dual-qualified as a Chartered (UK) and European Trade Mark Attorney and as a solicitor. He advises brand owners on all aspects of trade mark protection and registration, including portfolio management, clearance searching, trade mark prosecution, opposition, cancellation, revocation, licensing, assignment, infringement and the law of unregistered trade marks/passing-off.



What are the different types of IP protection?

Patents

- What is a Patent?
- What is Patentable?
- Examples of some patentable inventions
- Is software patentable?
- Benefits of Patents
- Patents – what and when to protect?
- How much does it cost?
- How to keep patent costs down



Designs

- Differences between Registered & Unregistered Designs
- Registered Designs
- How much does it cost? UK, EU, US



Trade Marks

- Brand Selection
- Brand / Trademark
- The Distinctive-Descriptive Name Spectrum
- What cannot be registered?
- Common misconceptions
- Benefits of Registration
- Process
- How much does it cost?



Copyright



Trade Secrets



More details and registration at
www.3cscommunity.com