

Trademark Basics:

"What Every Small Business Should Know Now, Not Later."

Tuesday, November 13, 2018

5:30 PM – 7:00 PM

Courtyard Marriott at Shippensburg University
(503 Newburg Rd, Shippensburg, PA 17257)

Presenter: Mr. Craig Morris, United States Patent and Trademark Office

Program Overview:

- How trademarks, copyrights, patents, domain names, and business name registrations all differ.
- Why any new business should select a trademark that will be both federally registrable and legally protectable, highlighting factors critical when choosing a mark.
- The importance of doing a complete search and whether to use an attorney.
- What to do if another trademark owner sends a "cease-and-desist" letter.
- How to apply to seek federal registration and the role of the USPTO.
- How to avoid "scams" perpetrated by companies that request fees for services not required by the USPTO.
- What happens after registration?

Craig Morris works within the Office of the Commissioner for Trademarks in the United States Patent and Trademark Office (USPTO), Alexandria, Virginia. Currently, he is the Managing Attorney for Trademark Educational Outreach, spearheading the effort for increased USPTO educational activities in the area of trademark fundamentals. For fourteen years prior, he was the Managing Attorney for the Trademark Electronic Application System, focusing on making the Trademark Operation a total e-government environment. Mr. Morris has been with the USPTO since 1983, previously serving as a Law Office Examining Attorney, Senior Attorney, and Managing Attorney.

Cost: \$10 per person. Registration is required. Light refreshments will be provided.

Registration: Register with the Shippensburg University SBDC by Nov. 6, 2018
Register online at www.ship.edu/sbdc
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