IP&Pizza™
Trademark Basics

March 19, 2015
12:00pm - 1:30pm
102, Mann Library
Cornell Ithaca Campus

Pizza, salad and drinks will be served.

RSVP to:
dmf46@cornell.edu

Learn how trademarks, copyrights, patents, domain names, and business name registrations all differ.

Join Craig Morris, Managing Attorney for Trademark Outreach at the United States Patent and Trademark Office (USPTO), and CTL staff to learn about critical factors in selecting a trademark that will be both federally registrable and legally protectable.

Discussions on the importance of doing a complete search, whether an attorney should be used, what could happen if another trademark owner believes they have stronger rights, and information on what the USPTO does in the federal registration process will also be explored.