



**VLP Law Group LLP is pleased to announce this recorded webinar:**

### **Brand Creation and Protection An Overview of Trademark Law**

**Wednesday, May 20, 2015**

**12 pm – 1 pm (PST) / 3 pm – 4 pm (EST)**

[Click here to view the webinar recording.](#)

A company's brand is often its most important asset. Well-established brands, such as Coke and Microsoft, have values that exceed that of all of the company's physical assets combined several times over. Although every company would love to enjoy that level of recognition and value with the consuming public, many companies do not emphasize their trademarks or understand the means by which such brands are developed and protected. Join Brian Davis, Partner at VLP Law Group's Intellectual Property practice, to learn about the legal process and best practices for creating and enforcing this valuable intellectual property asset.

#### **What You Will Learn**

- The difference between copyright, patent and trademark
- The acquisition of trademark rights
- The different types of marks and their relative strength
- The trademark clearance and registration process
- Trademark Infringement and the legal remedies

#### **Intended Audience**

CEOs, General Counsel, Technology Directors, CTO's, CIO's, COO's and business owners.

#### **Speaker**

[Brian M. Davis](#) is a Partner at VLP and a member of the firm's Executive Committee. He is a frequent speaker on various trademark topics and has provided strategic, worldwide trademark advice to the owners of some of the most valuable brands in the footwear, clothing, banking, consumer electronics and other industries. His practice focuses on client counseling relating to trademarks, including worldwide trademark clearance and the prosecution of U.S. and foreign trademark applications. He also

has experience with copyright and other intellectual property issues, such as domain name disputes (including the UDRP), licensing programs and other intellectual property-related agreements. Brian has been listed in The Best Lawyers in America® for trademark law since 2009.

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