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Virtual Law Partners LLP is pleased to announce this upcoming live web seminar:

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

Wednesday, October 27, 2010

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

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 Virtual Law Partners LLP's Intellectual Property practice, to learn about the legal process and best practices for creating and enforcing this valuable intellectual property asset.

Brian 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. He is actively involved with various intellectual property organizations, including the International Trademark Association, the North Carolina Bar Association Trademark and Copyright Committee and the Intellectual Property Owner's Association, where he is currently the Vice Chair of the Trademark Office Practice Committee. Brian has been named by his peers to The Best Lawyers in America in 2008, 2009, 2010 and 2011 and is listed in the 2010 issue of The Best Lawyers Annual Guide to IP.

The presentation will cover the following topics, with a question and answer session at the end of the presentation:

- 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

This is a free event.

We hope you will join us. Please register by responding to this email by October 20, 2010. You will receive confirmation along with directions to participate in the webinar.

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