

## SEMINAR

# How to Identify and Handle Intellectual Property Issues

*Learn the basics of each type of intellectual property*

Companies can no longer ignore intellectual property; nor can their lawyers. What intellectual property does your client have and are they taking the right steps to preserve it? What rights do they have in their intellectual property and how do they protect it? Are they infringing on someone else's intellectual property? Learn the basics of each type of intellectual property, and how each relates to the other; how to identify and handle intellectual property issues and conflicts of interest in typical client situations; and how the playing field is changing. Although aimed at practitioners new to these areas, this program also provides enough depth for those with some experience.

## Agenda

- **Copyright:** Statutory framework; Copyright registrations; Computer software license agreements and freelance programmers; Graphic arts agreements and freelance artists; Website design and ownership; User-generated content; Bringing and defending an infringement case
- **Trademark:** Statutory framework; Selecting and evaluating a trademark; Obtaining a federal registration; Foreign registration basics; Trademark licenses and assignments; Maintaining trademark value and strength; Basis for bringing and defending an infringement case
- **Trade Secret:** Sources of trade secret law; Impact of restrictive covenants; Establishment of a proper trade secret protection program; Bringing and defending a misappropriation case, including as impacted by the 2016 enactment of the Defend Trade Secrets Act
- **Patent:** Statutory framework; Patent novelty and clearance searches; Patent prosecution; Foreign patents; Patent licenses and assignments; Duty of candor; Patent misuse and its extensions; Bringing and defending a patent infringement case
- **IP and Social Media:** General intellectual property and proprietary rights considerations raised by social media; IP clearance in a social media environment; Challenges posed by user content; Protecting your IP at risk through social media; Considerations raised by the use of trademarks on-line and in social media
- **Ethics in IP:** Ethical traps in copyright, trademark, trade secret, and patent practices—and how to avoid them
- **“Ask the Experts” Q&A Session**

## Faculty

Russell Beck, Esq., Beck Reed Riden LLP, Boston, Chair; Nicole E. Gage, Esq., *Foley & Lardner LLP, Boston*; Erica L. Han, Esq., *Ropes & Gray LLP, Boston*; Brooke Penrose, Esq., *Burns & Levinson LLP, Boston*; Jillian Rothman, Esq., *Ropes & Gray LLP, New York, NY*; Gwendolyn E. Tawresey, Esq., *Pepper Hamilton LLP, Boston*

## Materials

The materials for this program include MCLE's *Intellectual Property Practice*, a practical reference prepared by experts in the field that provides comprehensive coverage of the topic as well as helpful exhibits, checklists and forms. With MCLE's supplementation service, new supplements are mailed automatically with an invoice. If you do not wish to subscribe, please note on order form.

Also, there is no need to take extensive notes. Two weeks after the live seminar, all registrants will receive a link to a written verbatim transcript of this program.



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## Dates & Locations

### BOSTON

Tuesday, November 13, 2018  
9:00 am–5:00 pm

MCLE Conference Center,  
10 Winter Place, via Winter Street  
Program Number: 2190005P01

### LIVE WEBCAST

Tuesday, November 13, 2018  
9:00 am–5:00 pm

Register at [www.mcle.org](http://www.mcle.org)  
Program Number: 2190005WBC

### RECORDED WEBCAST

Tuesday, November 27, 2018  
9:00 am–5:00 pm

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Program Number: 2190005RBC

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