

# **Trademark Enforcement and the Law; Copyright Law and Marketing Communications**

*Presented by IpHorgan Ltd.*

October 20, 2016  
8:30am to 10:00am  
800 Beaty Street, Davidson, NC 28036

*Please join us for a discussion on trademark and copyright law. Experts in intellectual property will discuss trademark enforcement mechanisms, the effect of copyright law on marketing communications, and open source licensing agreements.*

**Registration is required to attend this event.** There is no fee to attend this event, but registration is required. To register, please contact Sean Price by phone at (847)808-5500 or by email at [sprice@iphorgan.com](mailto:sprice@iphorgan.com).

## **Description:**

*The first half of the program will begin with a discussion on trademark law and the methods of enforcement. The speakers will discuss what a trademark is, how a trademark is obtained, and the rights a trademark owner possesses. The speakers will then discuss how trademark rights are enforced. Emphasis will be placed on the importance of monitoring rights, what to do when a potential infringement situations arises, cease and desist letters, and litigation.*

*The second half of the program will focus on copyright law and marketing communications. The discussion will begin with an overview of copyright law basics. The speakers will then discuss the use of copyrighted material in marketing communications through the presentation of real world scenarios. Emphasis will be placed on fair use and derivative works. The speakers will then discuss issues associated with open source licensing agreements.*

## **Approvals:**

**North Carolina:** This course has been **approved** by the Board of Continuing Legal Education of the North Carolina State Bar for continuing legal education credit in the amount **1.5 hours**, of which 0.0 hours will also apply in the area of professional responsibility.

**Mississippi:** This course or a portion thereof has been **approved** by the Mississippi Commission on Continuing Legal Education for a Maximum of **1.5 hours** credit.

**Pennsylvania:** This program has been **approved** by the Pennsylvania Continuing Legal Education Board for **1.5 hours** of substantive law, practice and procedure CLE credit and 0.0 hours of ethics, professionalism or substance abuse CLE credit."

**Minnesota:** An application for **1.5 credit** hours of standard continuing legal education credit is currently **pending** before the Minnesota State Board of Continuing Legal Education

## **Presenters:**

[Dermot Horgan](#)

[Christopher B. Lay](#)

[Carlynn B. Davis](#)

[Jeannine Rittenhouse](#)