



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

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TRADEMARK BASICS

WHAT EVERY SMALL BUSINESS SHOULD KNOW NOW, NOT LATER

Wednesday, October 28, 2015 • 2-3 p.m.
Birmingham Public Library, 2100 Park Place
Arrington Auditorium, 4th Floor

This FREE program will be led by Craig Morris of the United States Patent and Trademark Office (USPTO) in Alexandria, Virginia

Mr. Morris will focus on several topics of interest to small business owners who are considering filing for a trademark with the USPTO:

- How trademarks, copyrights, patents, domain names, and business name registrations all differ.
- Why it is important for any new business to select a trademark that will be both federally registrable and legally protectable, highlighting factors critical when choosing a mark.
- The importance of doing a complete search and whether an attorney should be used.
- What may happen if another trademark owner believes it has stronger rights in a mark and issues a "cease-and-desist" letter.
- Information on what the USPTO does in the federal registration process and how to avoid "scams" perpetrated by companies that request fees for services not required by the USPTO.
- What happens after registration.



This program is free and open to the public. Please call the Government Documents Department at 205.226.3620 if you have any questions. Visit www.bplonline.org for more information.

The Alabama SBDC Network at The University of Alabama is Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Alabama SBDC Network, Box 870396, Tuscaloosa, AL 35487-0396. 1-877-825-7232.