



Alabama Procurement Technical Assistance Center Program

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Trademark Basics

- Learn how trademarks, copyrights, patents, domain names, and business name registrations all differ.
- Critical factors to select a trademark that will be both federally registrable and legally protectable.
- 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.

Huntsville Chamber of Commerce
225 Church Street, Huntsville, AL 35801

Thursday, May 14, 2015

1:00 pm — 3:00 pm

Visit our website for information / registration <http://www.uah.edu/sbdc>

This event is Free of charge!

GUEST SPEAKER: Craig Morris, Managing Attorney for Trademark Outreach at the United States Patent and Trademark Office (USPTO) in Alexandria, Virginia, working within the Office of the Commissioner for Trademarks.



Sponsors: UAH SBDC & PTAC—Small Business Administration—Huntsville Chamber of Commerce—Better Business Bureau—WBCNA—SCORE— Madison County Chamber of Commerce—Decatur Chamber of Commerce



Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance. Contact: Magdaline Braxton Staff Assistant , 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).

The SBDC at UAH is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration.