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!
