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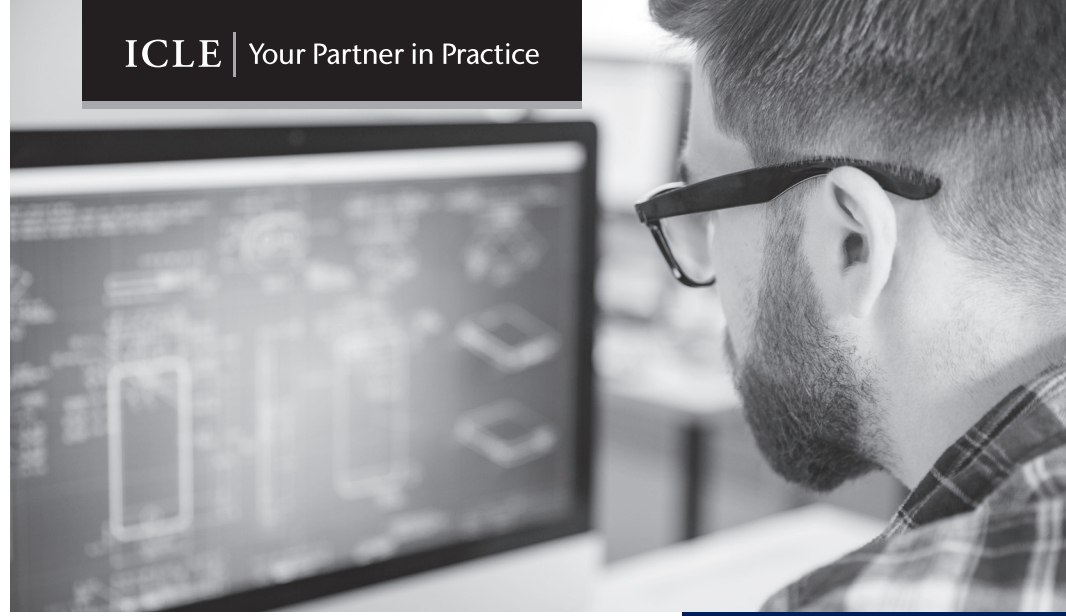
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Basic Trademark and Patent Practice for Lawyers and Paralegals

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Basic Trademark and Patent Practice for Lawyers and Paralegals

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CLE: 5 | Level: Basic

In just one day get the fundamentals of IP law practice with practical advice from Michigan's top patent and trademark lawyers. Take away winning strategies from experienced practitioners for patent prosecution, patent litigation, trademark prosecution, and trademark litigation. It's the most cost-effective seminar for intellectual property lawyers and paralegals.

You will be able to:

- Improve your application and prosecution before U.S. and foreign patent offices
- Avoid nonsubstantive office actions when you register a trademark
- Identify key issues at the beginning of trademark litigation
- Understand how the America Invents Act impacts your patent practice
- Set realistic expectations about costs and results during litigation
- Think “big picture” to advise clients on patent and trademark prosecution

Speakers



Glenn E. Forbis
Harness IP, *Troy*



Karl T. Ondersma
Gardner Linn Burkhardt
& Ondersma LLP,
Grand Rapids



Hope V. Shovein
Brooks Kushman PC,
Southfield



Leigh C. Taggart
Honigman LLP,
Bloomfield Hills

Schedule

- 9:00am** Patent Prosecution: Draft Applications, Patent Prosecution, and the America Invents Act
Overview of patent applications and impact of the America Invents Act; look at claim in view of *Alice* issues; patent prosecution before the United States Patent and Trademark Office (USPTO) and foreign patent offices; prefling patent search; patent licensing issues.
Karl T. Ondersma, Gardner Linn Burkhardt & Ondersma LLP, *Grand Rapids*
- 10:40am** Patent Litigation: Practical Advice on Enforcing and Defending Patents
Overview of a patent infringement case; initial assessments and client-management techniques; interface with IPR strategies; developing the infringement or defense position on liability; discovery strategies; claim construction and *Markman* hearing strategies; work with expert witnesses; develop a damage position.
Glenn E. Forbis, Harness IP, *Troy*
- 12:00pm** Lunch on Your Own
- 12:45pm** Trademark Prosecution: Analyze, Register, and Maintain Trademarks
Review the trademark life cycle; prosecution before the USPTO; types of trademarks; what to do before you file (clearance, strength of mark); what you need before you file (applicant, mark, basis, goods/services); tips to avoid nonsubstantive and substantive office actions; effectively deal with trademark examiners; postregistration maintenance.
Hope V. Shovein, Brooks Kushman PC, *Southfield*
- 2:15pm** Trademark Litigation: Strategies to Advise Your Client Like a Seasoned Pro
Analyze key forum issues (trademark strength, infringement test, preliminary injunctions, and defenses); three things you should know about your judge (trademark case experience, history on summary judgment, which key issues magistrates decide); assess case strengths and weaknesses (will your story resonate with judge and jury?); analyze your relief options (which are realistically available?); set a real budget (plaintiff) and interpret the insurance policy (defendant).
Leigh C. Taggart, Honigman LLP, *Bloomfield Hills*

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