

2020 Session II – Accessing and Protecting Your Intellectual Property

June 10, 2020

This is the second session of the 2020 Startup & Grow Webinar Series designed to help and support your business's needs.

Your business generates all kinds of IP rights - from groundbreaking ideas to creative brand names to copyrighted materials. This session is designed to help you recognize, secure and utilize your intellectual property rights. Our presenters will provide practical tips and examples on how your IP strategy can help you achieve your business goals.

The session covered:

- Introduction to the various types of intellectual property rights
- Patent basics
- **What's patentable and when patent infringement is involved**
- Tips on selecting a brand name and an updated overview of the trademark application process since major changes were implemented on June 17, 2019.

This session was led by [Michael Damiani](#) and [Jacky Wong](#) from [BLG's Intellectual Property Group](#) and moderated by [Michael Waters](#).

Watch the webinar below

By

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