

Taft Stettinius & Hollister and Cincinnati Innovates
Invite you to a Complimentary Seminar

The Patent Reform Act and Best Practices for Competitive Business Strategies

Tuesday, January 24, 2012
at
The Taft Center

Seminar: 1:30 – 4:30 p.m.
Reception: 4:30 – 5:30 p.m.
Registration Begins at 1:00 p.m.

There is no charge for this seminar.

CLE credit for Ohio has been approved for 2.75 hours.

Please join us for a **complimentary seminar** tailored for business owners, intellectual property professionals, technology managers, and in-house counsel covering a variety of **current intellectual property issues affecting the rights and obligations of your business.**

The seminar will provide insight and competitive strategies on how to address these issues in order to increase your advantage over the competition.

PROGRAM

1:30 – 1:35 p.m.

Welcome and Introductory Remarks: Margaret A. Lawson

1:35 – 2:05 p.m.

Licen\$ing 101

Speaker: Margaret A. Lawson

This presentation will discuss how licensing works, including determining payments, getting payments, and other revenue.

2:05 – 2:30 p.m.

Protecting Your Business Secrets

Speaker: Michael H. Diamant

This presentation will focus on trade secrets, including:

- What is a trade secret?
- What is protectable?
- Strategies for protection of trade secrets
- Enforcement

2:30 – 2:55 p.m.

Copyright FAQs: Best Practices / Common Pitfalls

Speaker: Ryan M. Bednarczuk

This presentation will include a discussion on forms of copyright notice, benefits of copyright registration, criminal penalties and civil remedies for copyright infringement, and managing intellectual property assets.

2:55 – 3:10 p.m.

Short Break

3:10 – 3:55 p.m.

IP Due Diligence for the Early Stage Investor and Impact of the America Invents Act

Speaker: James A. Coles

This presentation will include a discussion on IP due diligence including:

- Reasons to perform IP due diligence
- IP due diligence issues
- Liabilities and risks
- Defining the scope of due diligence
- Staging the due diligence process
- Key tasks
- Reporting

In addition, Mr. Coles will address key changes from the American Invents Act and their impact on IP due diligence.

3:55 – 4:30 p.m.

Industry Panel Discussion

Commercializing IP: The Investor's View, Tips and Pitfalls

Speakers:

Cliff Bishop, Brady Ware

Elizabeth Edwards, Metro Innovation

Daniel Meyer, Taft Business Consulting LLC

Moderator:

James Zimmerman, Taft Stettinius & Hollister LLP

4:30 – 5:30 p.m.

Networking Cocktail Reception

About our Co-Sponsor:

Cincinnati Innovates is an annual online regional innovation competition for anyone who lives, works, or plays in the Greater Cincinnati/Northern Kentucky region. Every year, the competition awards \$100,000 in grants to entrepreneurs and Cincinnatians with great ideas. The competition is supported by 25 corporate sponsors who care about the long term economic development of our region.