

What Every Business Lawyer Must Know About Intellectual Property Law Pitfalls & Opportunities

Proactively protect your clients' most valuable assets

Intellectual property comprises the vast majority of many companies' value—but is also highly vulnerable to loss through misappropriation or inadvertence. Companies need to take affirmative steps to secure and protect their intellectual property. Do you know what intellectual property your business or client own—and what rights they have in it? Are they taking the right steps to protect it? Are they infringing on someone else's intellectual property? Find out what you need to know about each type of intellectual property, and how each relates to the other; how to identify and handle intellectual property issues and conflicts of interest in typical client situations; and how the field is changing. Although designed for practitioners new to these areas, this program also provides enough depth for those with some experience.

Agenda

- **Copyright:** Statutory framework; Copyright registrations; Computer software license agreements and freelance programmers; Graphic arts agreements and freelance artists; Website design and content ownership; User-generated content; Asserting and defending an infringement claim
- **Trademark:** Statutory framework; Selecting a brand; Registration basics; Trademark licenses and assignments; Maintaining trademark value; Basis for bringing and defending an infringement case; Considerations raised by the use of trademarks online and in social media
- **Trade Secret:** Sources of trade secret law; Impact of restrictive covenants, and the changing regulatory landscape; Establishment of a proper trade secret protection program; Bringing and defending a misappropriation case
- **Patent:** Statutory framework; Requirements for patentability; Anatomy of a patent; Due diligence, including prior art searching and freedom to operate; Patent prosecution; Assignments and licenses; Patent marking and maintenance; Bringing and defending a patent case; Non-practicing entities; Post-grant proceedings
- **Intellectual Property Licensing:** Transactions involving IP assets; Acquisition of IP assets; Key terms in license agreements; Avoiding common mistakes when reviewing, drafting, and negotiating license agreements
- **Ethics in Intellectual Property:** Ethical traps and how to avoid them
- “Ask the Experts” Q&A Session

Faculty

Russell Beck, Esq., *Beck Reed Riden LLP, Boston*, Chair
 Nicole E. Gage, Esq., *Beck Reed Riden LLP, Boston*
 Jason C. Gish, Esq., *TLG Law LLC, Waltham*
 Andrea B. Reed, Esq., *Lando & Anastasi LLP, Boston*
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Dates & Location

Register at www.mcle.org

LIVE WEBCAST

Tuesday, April 25, 2023
 1:00 pm–5:00 pm
 Program Number: 2230113WBC

REBROADCAST

Wednesday, May 10, 2023
 9:00 am–1:00 pm
 Program Number: 2230113RBC

REBROADCAST

Thursday, May 18, 2023
 12:00 noon–4:00 pm
 Program Number: 2230113RB1

ON DEMAND WEBCAST

View after Thursday, May 18, 2023
 Program Number: 2230113WBA

Tuition *(includes written materials)*

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Materials

The materials for this program include MCLE's *Intellectual Property Practice*, which, along with any other materials, can be downloaded via the link emailed to you upon registration.

Also, there is no need to take extensive notes. Two weeks after the live webcast, all registrants receive a link to a verbatim transcript and audio and videorecordings of this program.

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