

# Trademark Basics

## What Every Small Business Should Know Now Not Later



Monday

November 5 • 7 p.m.  
9th floor, Shiley Special  
Events Suite

If you are considering applying for a trademark but are new to the process, this program is for you. U.S. Patent and Trademark Attorney, Jason Lott, will discuss the following topics:

- How trademarks, copyrights, patents, domain names, and business name registrations all differ
- The benefits of federal trademark registration
- Why it is important for any new business to select a trademark that will be both federally registrable and legally protectable, highlighting factors critical when choosing a mark...and more!

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by calling the library



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