



INTA U. S. ROUNDTABLE: Managing Trademark Costs in a Down Economy



DATE

Friday
May 1, 2009

TIME

12.00 – 1.30 pm

PLACE

60 S. Market St.
14th Floor
San Jose, CA
95113

COST

\$45
Includes lunch
and CLE Credit
(Does not include
parking)

For more
information about:

Julian Zegelman

Raji Nagarkar

Stephanie Sparks

Joel Riff

The Intellectual Property Group at Hoge Fenton is pleased to host

International Trademark Association U.S. Roundtable: “Managing Trademark Costs in a Down Economy – Opportunities and Obstacles for Brand Owners”

Moderated by Julian L. Zegelman

Program Outline

- establishing and following a tier for protection of marks
- auditing existing applications/registrations to assess importance and value of the marks
- applying priority or tier system to new filings
- adopting and implementing a trademark enforcement policy
- tracking business unit expenses
- other cost-saving measures that can be conducted in-house

DO NOT REPLY TO THIS EMAIL.

For more information and to register*, go to: <http://tinyurl.com/d26aap> and select the San Jose location.

*Registration is open to everyone; you need not be an INTA member to attend.



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