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## Why IP? Critical Copyright, Trademark, & Patent Law! Finally, a Seminar for Non-Intellectual Property Lawyers.

1 Hr. California CLE Credit

### Thursday, March 28, 2019

Lunch 12:00 – 12:30 pm; Presentation 12:30 – 1:30 pm

Stop overlooking critical deal-making intellectual property law – and gain **California CLE Credit** – with this presentation by Dana Brody-Brown of Hoge Fenton on the topic of IP law for non-IP Lawyers. How often do we use intellectual property language without understanding how it impacts us, especially given the uncertainties of this specialized area? Every employment contract, settlement agreement, & basic business/non-profit/government agency use this language without a strong understanding of its long-lasting impact. Jaachynna N.E. Agu said: “Knowledge is very vital in life’s transformation and transition.”

In this seminar, we will discuss the basic principle of copyright and trademark law – and even sprinkle in critical patent law concepts: the basics of the right to be attributed, the value of nonsensical representations, and the idea of being first. Specific techniques to protect your client – whether a business owner, an employer, or a party to a settlement – will be provided.

## Community Justice Center

2620 Col. Durham Street, Seaside

Register by email [kbrown@kaglaw.net](mailto:kbrown@kaglaw.net) and mail payment checks (made out to MCWLA) to Kari Brown 24591 Silver Cloud Court, Suite 200, Monterey, CA 93940.

Payment **must** be received prior to event. Priority will be given for reservations **before Friday, March 15**. After that date, reservations are first-come, first-serve and space may be limited. **RSVP early!**

Non-Member: \$45.00

MCWLA Member: \$30.00

Law Student: \$30.00

Presented in conjunction with The Monterey County Bar Association, a State Bar of California approved MCLE provider. No cancellations. For more information, please call (831) 373-7500.