

NECCA

New England Corporate Counsel Association, Inc.

February 2008 Seminar
Wednesday, February 6, 2008
10:00 a.m. to 12:00 noon

PROTECTING YOUR COMPANY'S CREATIVITY: CURRENT DEVELOPMENTS AND HOT TOPICS IN PATENT, TRADEMARK, AND COPYRIGHT LAW

Presenters:

Michael A. Cantor, Esq. and Curtis Krechevsky, Esq.

CANTOR COLBURN LLP

Program

An intellectual property portfolio is one of the most important assets a company owns. Learn about key recent developments in the intellectual property field to help you better protect, manage, and leverage your company's IP portfolio. Topics will include:

Patents

- The obviousness doctrine following *KSR v. Teleflex*
- Injunctive relief in patent infringement cases under *eBay v. MercExchange*
- Patent licensing and declaratory judgment actions in the wake of *MedImmune v. Genentech* and *SanDisk v. STMicroelectronics*
- Willful infringement (and defending against it) in light of *In re Seagate Technology*
- Computer software patents in the wake of *AT&T v. Microsoft*
- Current status of U.S. patent law reform and what it may mean for you

Trademarks

- How the new "fraud on the USPTO" standard renders trademark portfolios vulnerable
- Trademarks v. Domain Names – domain tasting, domain kiting, and other nefarious practices affecting your brand identity and Internet presence

Copyrights

- Know your own content – ensuring ownership and protecting yourself against infringement
- The risks of incorporating user-generated content into your company website

Best Western TLC, 380 Winter Street, Waltham, Massachusetts 781-890-7800
Workshop: 10:00 a.m. - Noon Social Break: Noon - 12:30 p.m. Lunch served at 12:30 p.m.

Reservations Required

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