



# U.S. Trademark Practice Seminar

April 9 - 12, 2018

Metropolitan Washington, D.C.

## **Trademarks: From Filing to Litigation**

The U.S. Trademark Practice Seminar is designed to provide participants with a comprehensive overview of trademark practice in the United States. Beginning with introductory lectures on the U.S. trademark system, the topics become more complex throughout the week, exploring advanced topics such as inter partes proceedings before the Trademark Trial and Appeal Board and litigation. Our knowledgeable lecturers draw from years of experience in the trademark field and focus on real life case examples

## **Who Should Attend?**

- Corporate general counsel and legal staff needing an understanding of U.S. trademark law in order to properly protect their brand
- International attorneys, agents, paralegals and trademark administrators looking to develop a thorough understanding of U.S. trademark practice
- Advertising and marketing professionals interested in properly using trademarks in advertising copy and advising their clients about selection and proper use of trademarks

## **General Information**

Classes will be held from 9:30 a.m. to approximately 4:30 p.m. daily, and lunch will be provided. Social events providing dinner will be held Monday and Wednesday evenings.

BSKB is arranging a group rate for participants at a hotel within walking distance of our offices. Upon registering for the seminar, you will receive further information regarding housing options.

**CLE credit is available.**

## **Topics Covered**

### **Fundamentals of Trademark Law**

- Creation and Maintenance of Trademark Rights
- Conducting Trademark Searches
- Categories and Strength of Marks
- Proper Use and Promotion of a Trademark
- Confusion Between Marks
- Preparation of a Trademark Application
- Prosecution Before the Trademark Examiner
  - Ex Parte Procedures
  - Substantive Amendments to Applications
- Special Procedures for Intent to Use Applications
  - Amendments to Allege Use
  - Statement of Use Requirements
- Preparation of Declarations
- Madrid Protocol
- Strategies for Avoiding Common Pitfalls

### **After Registration Procedures**

- Section 8 and/or 15 Declarations
- Renewal Applications
- Policing a Trademark

### **Advanced Topics**

- Practice Before the Trademark Trial and Appeal Board
- Licensing and Assignment of Trademark Rights
- Inter Partes Matters
  - Opposition, Cancellation, Interference and Concurrent Use Proceedings
  - Negotiation of Settlements in Inter Partes Cases
- Litigation
  - Procedure in U.S. Courts
  - Substantive Issues in Trademark Cases
- Developing and Protecting Trade Dress

## **Approximate Class Times:**

9:30 a.m. - 4:00 p.m. daily

## **Cost:**

\$1,250 (includes all lecture materials, text book, lunches and social events)

## **Register by March 12, 2018:**

[bskb.com/seminars](http://bskb.com/seminars)

**CLE credit available - estimated 18 hours of Virginia CLE credit will be available. Participants can use the Virginia credit approval to apply for credit in their respective states.**

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