



# Intellectual Property Workshop

Nebraska Business Development Center

## introduction to **INTELLECTUAL PROPERTY**



**Thursday, October 11, 8:30 am–4:30 pm and  
Friday, October 12, 8:30 am–Noon  
at the University of Nebraska at Omaha  
Thompson Alumni Center, 6705 Dodge Street**

*The U.S. Patent and Trademark Office estimates that intellectual property theft costs U.S. companies \$250 billion each year.* Since your company's intellectual property may be more valuable than its physical assets, it is vitally important that you are prepared. In this workshop, you will learn about the four legal forms of protected property: Patents, Trademarks, Copyrights and Trade Secrets as well as broader, less tangible forms. You will learn about special intellectual property concerns of overseas and Internet commerce.

### WHO WILL BENEFIT

- Small business owners
- Innovators and researchers
- Technology transfer representatives
- Legal and small business consultants
- Service providers

### YOU WILL LEARN

- What is intellectual property?
- What are the differences between patents, trademarks, copyrights and trade secrets?
- Why is your intellectual property valuable?
- How does legal protection vary around the world?
- How do I protect my IP overseas?
- How do I manage intellectual property and the Internet?

### PRESENTERS

U.S. Patent and Trademark Office representatives

### COST: \$25 per person

includes continental breakfast, lunch and materials

### EASY TO REGISTER

CALL 402-554-2521

OR REGISTER ONLINE AT

[nbdc.unomaha.edu/SBIRworks](http://nbdc.unomaha.edu/SBIRworks)

### ONE-ON-ONE COUNSELING

USPTO representatives will be available following the workshop to answer your IP questions one-on-one. You must make an appointment in advance. Call 402-554-6270 or email [murodriguez@unomaha.edu](mailto:murodriguez@unomaha.edu). Space is limited.

