THE MYTHS AND TRAPS OF INTELLECTUAL PROPERTY LAW

(What Every Lawyer Representing Businesses Must Know)

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"Our lawyer said that we are now incorporated - that means that we can put our new name on signs, on our products, on the web, in the phone book, etc., right?"

"If you change that article a little and republish is, that gets around the copyright, right?"

" We own that expensive software that our company paid to have created, right?"

"Why bother patenting our new product - its just old parts put together in new way, right?"

“Our brand doesn’t overlap even a single word of our competitor’s brand – there is no possibility of trademark infringement, right?”

The answer to *ALL* of these questions is either "not necessarily", or an outright "no", as David Henry will explain (while also addressing a number of other commonplace, dangerous and costly Intellectual Property Law myths) in his presentation - "The Myths and Traps of Intellectual Property Law (What Every Lawyer Representing Businesses Must Know)".   David has delivered this useful, down-to-earth and entertaining talk to bar associations, trade groups, professional organizations and universities throughout the world.

Come join us, and learn why, in a world where much, if not most business value is in the realm of Intellectual Property (as are many of the most costly mistakes), what you do not know about Intellectual Property may represent the single, biggest threat to your practice and your clients’ businesses.