

Pittsburgh It Happens in the Zone



Duquesne University and the Pittsburgh Central
Keystone Innovation Zone invite you to



It Happens in the Zone

Brown Bag Seminar 2

Protecting and Promoting Your Intellectual Property Assets

Wednesday, October 8, 2008

FROM NOON TO 1:00 PM

WHAT...

Technology Transfer—Commercial and Legal Aspects of Intellectual Property With human creativity and inventiveness, intellectual property is all around us. Intellectual property may result from academic or industrial innovation such as improvements to existing technology or the creation of new pioneering technology. These technologies may be protected by patents or trade secrets. When commercializing these technologies in the form of products and services, they may be "branded" with trade marks or servicemarks. Additionally, promotional materials, product design, product packaging, product manuals, and websites may be protected by copyrights.

This session will provide a general overview of intellectual property with a special emphasis on patents. It will benefit anyone who is interested in creating or managing intellectual property, including academics, industry professionals, and other individuals. Intellectual property is essential to the success of individuals and organizations (including educational institutions, businesses, and others) wishing to capitalize on their intellectual creations.

Ralph F. Manning, Esq.—Chair, Technology/Intellectual Property Law Group
Lee Kim, Esq.—Associate, Technology/Intellectual Property Law Group

Tucker Arensberg PC

REGISTER...

The sessions are free and open to the public.

Soft drinks, coffee and cookies will be provided, attendees are welcome to bring a lunch.

To register, e-mail volk@duq.edu or call 412.396.6326.



KEYSTONE
INNOVATION
ZONE
PITTSBURGH
CENTRAL

WHERE...

Room 618, Duquesne Union, Duquesne University,
600 Forbes Avenue

Duquesne University is a private, coeducational university with more than 10,000 students. An extensive selection of undergraduate and graduate degree programs is offered across 10 schools of study. Duquesne is consistently ranked among the nation's top Catholic universities for its award-winning faculty and 130-year tradition of academic excellence.

> innovate

> ready > set