Visual Intellectual Property (IP) – The Value of Design Patents, Trade Dress & Copyrights

written by Lauri Moon | December 17, 2018
Most companies are leaving more than half their IP money on the table!

When most companies think of intellectual property, they think only of Utility patents. These protect how something functions only. There are many different methods of protecting what 3 dimensional objects look like to prevent confusion by purchasers. These include Design Patents, Trade Dress and Copyrights (Features of Useful Articles).

Tim Fletcher, a life-long Industrial Designer and expert witness for Visual IP and utility patent cases. Because of his background in product development he will help you make sense of the visual intellectual property world. He will give a brief history of design patents/trade dress/copyright, followed by a more in depth understanding of Visual IP prosecution strategies as well as an explanation of how litigation occurs.

Note: Tim Fletcher is not an attorney. The materials available in this presentation are for informational purposes only and not for the purposes of providing legal advice.

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