

It's time to bring back Steve Baird's annual trademark law seminar.

Back by popular demand, the focus of this year's seminar is on mastering the federal trademark registration process. Learn the benefits of federal registration, discover how to overcome a wide variety of grounds for refusal, learn strategies and valuable tips for handling *ex parte* appeals and requests for reconsideration, understand how TTAB proceedings can help your registration efforts, especially in light of the Supreme Court's recent *B&B Hardware* decision, and receive valuable insights from former Trademark Office Examining Attorneys. Plus, as an added bonus, learn how to develop a reputation for thought leadership using various social media tools from Aaron Keller, Shayla Stern, Seth Leventhal, Ronald D. Coleman and Stephen R. Baird.

You don't have to travel for quality trademark law education, we bring the experts to you!

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MASTERING

U.S.
TRADEMARK
REGISTRATION
PRACTICE

Tuesday, February 16, 2016
Minnesota CLE
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Video replay details inside.



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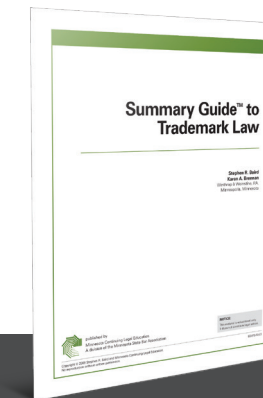
MASTERING

U.S. TRADEMARK REGISTRATION PRACTICE

A comprehensive and insightful review of the federal trademark registration process

BONUS MATERIALS!

Free to all attendees!
The Summary Guide™ to Trademark Law



Tuesday, February 16, 2016

Minnesota CLE Conference Center • 600 Nicollet Mall, Suite 370 • Minneapolis

Video replay details inside.

PROGRAM HIGHLIGHTS

- Practical tips and sample forms to incorporate directly into your practice
- Interactive panel on taking a strategic approach to requests for reconsideration and *ex parte* appeals
- A nationally-recognized faculty of talented and experienced trademark lawyers
- Special Luncheon Presentation on **How to Develop a Reputation for Thought Leadership Using Social Media** with Aaron Keller – Capsule, Shayla Stern – Fast Horse, Seth Leventhal – Minnesota Litigator Blog, and Ronald D. Coleman – Likelihood of Confusion Blog

