

Trademarks and Branding

Back by popular demand

Friday, April 26, 2013
11am to 1pm
2 Substantive credits
Cost: \$79

Lunch included

Trademarks and branding issues are pervasive through all businesses and business models. The rise of the Internet and social media has brought even more attention to the interplay of trademarks, domain names and online branding. This is your chance to get caught-up with cutting-edge issues.

This exciting and timely course is designed for marketing people, entrepreneurs, attorneys and other advisors who are responsible to align company goals with marketing, particularly on-line marketing.

After an introduction to the various intellectual properties, including trademarks and “persona” rights, the instruction will expose issues that arise with the new access, power and flexibility of online marketing. Learn about how company names, trademarks and domain names work with and against each other.

After defining the tools and nature of the issues, the course will delve into practical solutions to manage the context with actual sample policies for you to take back to your company. Instruction will also traverse recent legal decisions and the differences in enforcement between going to court and initiating domain name disputes.

Gregg R. Zegarelli, Esq.

Zegarelli Technology & Entrepreneurial
Ventures Law Group, PC

Mr. Zegarelli is admitted to practice law in the Commonwealth of Pennsylvania, District of Columbia and State of Illinois. He is a graduate of Duquesne University and its law school, and he is qualified to sit for the CPA examination.

For more than 20 years, Mr. Zegarelli has represented companies of all shapes and sizes, from startup to public, advising on business operations. He has represented clients in federal and state courts and has worked with the FBI on investigations. Mr. Zegarelli is a frequent Arbitrator for the American Arbitration Association presiding over more than 100 arbitrations. He was appointed to the panel of neutrals for the U.S. Copyright Arbitration Royalty Panel for two years prior to internalization, and he is an Early Neutral Evaluator and Arbitrator for U.S. District Court for the Western District of PA.

He is author of *Computer Fraud and Abuse Act* for the MacMillan (Gale Group) Encyclopedia.

Mr. Zegarelli is a frequent speaker, bringing competent instruction with interesting, enthusiastic and brisk presentations.

This course is a must-attend for everyone.

Space is limited, so please reserve now.

Registration Form

Trademarks and Branding
Crowne Plaza, Pittsburgh South - 4/26/2013 - \$79

Name _____

Firm _____

Address _____

City _____

State/Zip _____

Attorney
ID # _____

Phone _____

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States that CLE credits are needed for _____

Payment Method: Check/Money Order Credit Card

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You may register by mail by completing this form and mailing to:

Institute for Law & Public Policy
California University of PA
250 University Avenue, Box 103
California, PA 15419

Please make checks or money orders payable to the **Foundation for Cal U.**

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\$79

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CLE Credit also available for New York, Ohio, West Virginia, New Jersey and other states upon request

For more information or to register

online:

- go to <http://institutes.calu.edu/ilpp>
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by phone: call 724-938-4763

by email: haywood@calu.edu

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CALU

2013 Spring Continuing Legal Education Series

Trademarks and Branding

Friday, April 26, 2013
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PACLE Approved

*Crowne Plaza-Pittsburgh South
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