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Start your business with

Trademark Basics

What Every Small Business Should Know Now, Not Later

Sat. April 23, 1:30-3:30 pm

**Hawaii State Library 1st Floor Reading Room
478 S. King Street**

Join us for a World Intellectual Property Day presentation by Craig Morris, Managing Attorney for USPTO's Trademark Educational Outreach Program and learn about trademark essentials:

- ▶ Differences among trademark, copyright, domain name and business name registration
- ▶ Factors for a legally protectable and federally registrable trademark
- ▶ Importance of a complete trademark search and whether or not to use an attorney
- ▶ Cease-and-desist letter
- ▶ USPTO trademark registration process and how to avoid scams



For a sign language interpreter or other special accommodations, call the Library at 586-3477.

About the Presenter:

Craig Morris is the managing attorney for USPTO's Trademark Educational Outreach Program, where he leads the effort to increase educational activities regarding trademark basics. Mr. Morris has been with the USPTO since 1983. He served as a law office examining attorney and then a senior attorney for the Trademark Electronic Application System, focusing on making the Trademark Operation a total e-government environment.