

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 Scott Baldwin, senior staff attorney for USPTO's Office of Trademark Quality Review and Training as he discusses the following topics:

- ▶ 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:

Scott Baldwin is a senior staff attorney in the USPTO's Office of Trademark Quality Review and Training (OTQRT). Over the years, he has served in various positions within the USPTO. As an attorney for the Global Intellectual Property Academy, he conducted capacity-building programs in the United States as well as around the world on intellectual property protection and enforcement. As a trademark attorney for the Office of Policy and International Affairs, he handled policy matters relating to trademark issues in the US and abroad, and provided technical assistance to foreign governments wanting to develop or improve their trademark systems. Scott was also a Trademark Examining Attorney. Prior to joining the USPTO, Scott worked as an attorney with Fulbright & Jaworski in Washington, D.C.