Financial Poise™ Announces “INTELLECTUAL PROPERTY BOOT CAMP 2019" a New Webinar Series Premiering February 7th at 1:00 PM CST Through West LegalEdcenter

Financial Poise™ Webinars and West LegalEdcenter are pleased to announce the February 7th premiere of a new webinar series, INTELLECTUAL PROPERTY BOOT CAMP 2019, which focuses on the intricacies of IP rights as they relate to the specific areas of brand protection, IP transactions, internet marketing, and other IP issues that are critical when representing innovators and inventors.

CHICAGO (PRWEB) February 06, 2019 -- Intellectual property (IP) rights constitute an important asset class. Indeed, the “information economy” and high tech have made this asset class go from one that few understood and even fewer invested in to one watched and invested in by millions.

IP includes patents, trademarks, copyrights, and trade secrets. How do you create rights in one of these assets? How do you protect those rights? How do you transfer them (or have them transferred to you)? How do the interact with each other?

This information-packed Financial Poise INTELLECTUAL PROPERTY BOOT CAMP 2019 webinar series focuses on the intricacies of IP rights as they relate to the specific areas of brand protection, IP transactions, internet marketing, and other IP issues that are critical when representing innovators and inventors.

The first episode of the series, Introduction to Key Concepts, airs on February 7th at 1:00 PM CST (Register Here) and features Moderator Kimberly A. Berger of Miller Canfield. She is joined by Eugene Goryunov of Kirkland & Ellis, Jim Medek of Jump Trading LLC, Ada C. Nielsen of The Peregrine Maven Group, and Sanjay Prasad of Prasad IP, P.C.

Intellectual property or “IP” is a term used to describe certain types of intangible property. Like other forms of property, such as real estate and personal property, IP can be owned, purchased or transferred. How ownership is determined differs according to the type of IP. This webinar discusses the importance of certainty in ownership of IP, how ownership of IP is entangled with areas of corporate law and employment law, and it defines the key types of IP.

THE INTELLECTUAL PROPERTY BOOT CAMP 2019 webinar series is produced by Financial Poise.™ Other episodes in this series include "Choosing, Building, & Protecting Your Brand" airing on March 7th and "Buying & Selling IP," airing on April 9th, Each episode airs at 1:00 PM CST. All episodes premiere live through West LegalEdCenter and then are made available on-demand.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.
About Financial Poise™
Financial Poise™ has one mission: to provide reliable plain English business, financial and legal education to investors, private business owners and executives, and their respective trusted advisors. Financial Poise™ content is created by seasoned, respected experts who are invited to join our Faculty only after being recommended by current Faculty Members. Our editorial staff then works to make sure that all content is easily digestible. Financial Poise™ is a meritocracy; nobody can “buy” her way onto the Financial Poise Faculty.™
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