



STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

Intellectual Property in Wisconsin 2024

CREDIT HOURS: 4 CLE credits

IN-PERSON SEMINAR: Wednesday, September 11, 2024 –
Madison

LIVE WEBCAST: Wednesday, September 11, 2024

WEBCAST REPLAYS: Thursday, September 19, 2024
Tuesday, September 24, 2024
Friday, October 4, 2024
Thursday, October 10, 2024
Monday, October 14, 2024
Wednesday, October 23, 2024
Tuesday, October 29, 2024
Saturday, November 2, 2024
Friday, November 8, 2024
Thursday, November 14, 2024



STATE BAR OF WISCONSIN
PINNACLE

Intellectual Property in Wisconsin 2024



4 CLE

Program dates start September 11.
Register today!

Intellectual Property in Wisconsin 2024



How's your IP IQ?

Even if you don't represent inventors, singers, artists, or large brands, intellectual property (IP) rights and disputes can arise in everything from business and contract law to family and bankruptcy law. Your ability to recognize IP issues when they land on your desk is vital.

Join well-versed IP lawyers for *Intellectual Property in Wisconsin 2024* to get a solid grasp on the fundamentals and find out why you should put IP concerns on your client intake checklist – no matter what type of law you practice.

HOW YOU'LL BENEFIT

- Develop a solid understanding of the basics of intellectual property (IP) law
- Discover how intellectual property issues can arise in non-IP practice areas
- Learn the processes for protecting various types of IP
- Distinguish between trademarks, copyrights, patents, and trade secrets
- Find out how to protect and enforce your clients' IP rights
- Understand how IP rights can be monetized
- Identify the appropriate adjudication proceeding for different types of IP claims

Delve into the basics of IP practice and discover strategies used by IP lawyers to protect their clients' interests at *Intellectual Property in Wisconsin 2024*.

Register today!

SCHEDULE

8:00 AM Registration

8:30 AM Identification of IP Assets / Best Early Practices

- What are trademarks, copyrights, patents, trade secrets, and other proprietary information?
- How does this affect other types of law practices?
- Put IP on your checklist

9:20 AM Protection of IP Assets / Ownership

- Trademark registration
- Copyright registration
- Patent application process
- Trade secret protection efforts
- Default ownership rules
- Ownership transfers

10:10 AM Break

10:25 AM Monetization of IP Assets (and Corporate Practices/ Finance Types)

- Sale and licensing of IP assets
- Effects of IP on business valuations
- Recommended IP processes
- Possible sources of financing
- Disclosure recommendations

11:15 AM Enforcement and Defense of IP Rights

- Cease and desist letters
- WI patent notifications
- Federal court proceedings
- Administrative proceedings at the USPTO

12:05 PM Program Concludes

Following start time, schedule will vary slightly from above. All times are Central Time Zone.

FACULTY

PROGRAM PRESENTERS

Garet K. Galster, Smith Keane, LLP, Hartland

Erin R. Ogden, Odgen, Glazer + Schaefer, Madison

DATES & LOCATION

IN-PERSON SEMINAR — MADISON

Wednesday, September 11, 2024

State Bar Center

5302 Eastpark Blvd., Madison, WI
(608) 257-3838

LIVE WEBCAST

Wednesday, September 11, 2024

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CREDITS

CREDIT HOURS: 4 CLE credits*

* This program will be submitted to the Wisconsin Board of Bar Examiners for **4 CLE** credits. It does not qualify for EPR credit.

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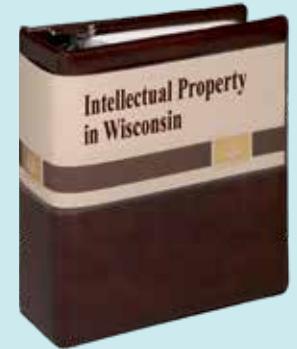
Intellectual Property in Wisconsin

SAVE 15% on *Intellectual Property in Wisconsin*.*

It's one of the few books that brings together the many facets of IP law in Wisconsin. Use **discount code CA3674** when you order online or by calling (800) 728-7788.

PRINT BOOK: AK0251 **BOOKS UNBOUND:** AE0251_SUB

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or call us at **(800) 728-7788**

TUITION

	IN-PERSON	WEBCAST
State Bar Member	\$219	\$249
Nonmember	\$299	\$329
Ultimate Pass Gold/Silver	\$0	\$0
Ultimate Pass Bronze	\$219	\$0
Passbook Certificate	1 Certificate	1 Certificate

REGISTRATION & GENERAL INFO

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

MAIL/FAX: Visit wisbar.org/regform
for registration form



PINNACLE PASSBOOK REGISTRATIONS: PINNACLE Passbook certificates must be received by the State Bar at least one business day prior to the event. For in-person seminars, walk-in registrations using Passbook certificates are also welcome.

COURSE MATERIALS: Course materials are provided to seminar attendees in PDF format and are downloadable from myStateBar on wisbar.org up to two days prior to and 90 days after your seminar.

CANCELLATIONS: Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

ACCOMMODATIONS: If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to the program date so we can make appropriate arrangements.

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Event Code: CA3674 Priority Code: S4410B

ADDITIONAL LEARNING OPPORTUNITIES

Intellectual Property Implications in Sport Sponsorship and Athletic Endorsement Agreements

Learn what's legally permissible (and what isn't) in name, image, and likeness agreements with college athletes. Troubleshoot legal issues common to endorsement agreements and find out when a license is needed to create merchandise using a university's intellectual property. **1 CLE**

WEBCAST REPLAY: AUG. 7, 2024 | AUG. 12, 2024 | AUG. 22, 2024 |
AUG. 27, 2024

CLE ONDEMAND: CA3644D



How to Protect Clients Who Are Victims of Deepfakes

Understand how deepfakes can impact intellectual property rights, the right to privacy, and the right to publicity. Pick up strategies for responding to deepfake attacks and best practices for correcting disinformation and repairing reputational damage. **1 LPM**

WEBCAST REPLAY: AUG. 1, 2024 | AUG. 23, 2024 | SEPT. 10, 2024

CLE ONDEMAND: CA3661D

Contract Law in Wisconsin

Draft airtight contracts confidently and more efficiently with *Contract Law in Wisconsin*. It covers key aspects of contracts – from formation to rescission and reformation – offering numerous practice tips and pointers based on varying contract law scenarios.

PRINT BOOK: AK0040 **BOOKS UNBOUND:** AE0040_SUB



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