Patents and Trademarks 101:

A Free Seminar for Inventors, Entrepreneurs, Educators, Students and Legal Professionals

Wednesday, November 3, 2010
Student Center Theater
Georgia Institute of Technology

8:30 a.m.  Registration

9:00  Opening Remarks
  • Catherine Murray-Rust, Dean of Georgia Tech Library

9:10  Overview of Patents, Trademarks, Copyrights and Trade Secrets
  • Dr. Michael Hydorn, Patent and Trademark Depository Library Program, USPTO

9:45  Video: Promoting Innovation: Today's USPTO
  • Dr. Michael Hydorn, USPTO

10:15  Break

10:30  Conducting a Patent Search Using the USPTO Website
  • Dr. Michael Hydorn, USPTO

11:30  Lunch (on your own)

1:00 p.m.  PTDL Resources and Services at Georgia Tech Library
  • Lisha Li, Patents Coordinator, PTDL Representative, Georgia Tech Library

1:15  IP ecosystem, entrepreneurs, and sustainable technology companies
  • Dr. Harold H. Shlevin, Head of Advanced Technology Development Center, Enterprise Innovation Institute, Georgia Tech

1:45  Conducting a Federal Trademark Search Using the USPTO Website
  • Hope Slonim, Esq., Sr. Staff Attorney, Office of Quality Review and Training, USPTO

2:45  Break

3:00  Invention Promotion Firms: How to Ask the Right Questions
  • Dr. Michael Hydorn, USPTO

3:30  Local Resources for Inventors Panel
  • Cem Oruc, Director of Commercialization Assistance, Georgia Small Business Development Center, University of Georgia
  • Dave Savage, President of Inventors Association of Georgia
  • Ron Reardon, President of the National Association of Patent Practitioners

4:30  Adjournment