



# Brands & IP seminar series

## 2018



## Lewis Silkin's Brands & IP seminar series

Maximising brand power forms the heart of commercial strategy for businesses in nearly every industry, whether major names or start-ups with big ambitions. We have put together the following series of events to help you navigate the common pit falls and queries our clients face day to day.

We know the value of the exchange of ideas and bringing people who face similar issues together. We want to help facilitate this, while also offering some hot topic training tailored for brand owners. To book your place or for further information, please contact us at [events@lewissilkin.com](mailto:events@lewissilkin.com).

### Breakfast seminars

**8:45am - 10:00am**

All our events are free of charge and include breakfast and registration from 8:15am

### What is Blockchain? What are its applications for rights management?

**Thursday 24 May**

A beginner's guide to the technology, and highlighting some real world use cases for this transformational technology.

### IP for startups

**Thursday 21 June**

This seminar will give an overview of the types of IP available and how they can apply to different products and services to understand how a IP can be identified, protected and commercialised by startups and SMEs. We will also provide an overview of the common pitfalls that many startups fall into in terms of managing or protecting their IP and provide practical advice on how to enforce their IP.

### Pitch Perfect

**Tuesday 2 October**

A practical session with the aim of equipping Advertising / Marketing / Creative agencies with the information they need to protect their ideas when preparing for a pitch, by identifying the main intellectual property issues they need to be aware of.

### Stopping the Copycats

**Thursday 15 November**

This seminar will provide an overview of how to stop copycat and counterfeit products. We will look at how you can develop a proactive and cost-effective IP strategy using rights such as designs and trademarks which can be used to stop products entering the market, and how to best take direct action to get the products removed from the market. The seminar is suitable for businesses of all sizes.

#### To register

**E** [events@lewissilkin.com](mailto:events@lewissilkin.com)

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## The team

There have never been so many opportunities to seize, or threats to avoid, whether that's protecting your brand from unauthorised use by your competitors, developing online content deals, negotiating TV format rights, or clamping down on counterfeiting or cybersquatting activities.

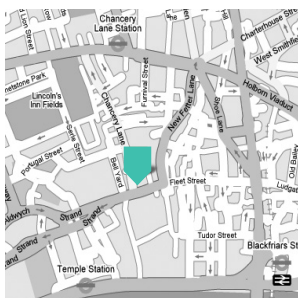
We help clients ensure that their brand is actively managed and defended, from the inception of an idea through value analysis, global IP protection and exploitation, concept roll-out, commercialisation, dealing with disputes and beyond.

Consistently ranked as a top-tier law firm for our brands and IP work, we have a long track-record helping some of the world's biggest blue chips and SMEs build up their brand presence in their marketplace and make best use of their IP assets.

Our clients value the strength of our large, specialist team, as well as the depth of our sector insight in areas such as advertising & marketing, media & entertainment, retail, technology, sports, manufacturing and professional services.

## Data protection

By registering for one of our seminars you agree that we may contact you in the future about our services, seminars and ongoing developments. If you prefer not to receive such information, or if you would like to change or update your details, please send an email to [events@lewissilkin.com](mailto:events@lewissilkin.com).



## Where to find us

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