Trademark Basics
- What Every Small Business Should Know Now, Not Later

Wednesday October 10 • 7:00pm - 8:30pm

Craig Morris of the United States Patent and Trademark Office (USPTO) will discuss trademark fundamentals. Learn how to avoid “scams,” hear how trademark, copyright, patent, domain name and business name registrations all differ, discover why you should select a trademark that will be both federally registrable and legally protectable, find out what to do if you receive a “cease-and-desist” letter. Do not miss this unique opportunity to have your business questions answered by the USPTO’s Managing Attorney for Trademark Educational Outreach.

Craig Morris works within the Office of the Commissioner for Trademarks in the United States Patent and Trademark Office (USPTO), Alexandria, Virginia. Currently, he is the Managing Attorney for Trademark Educational Outreach, spearheading the effort for increased USPTO educational activities in the area of trademark fundamentals. For fourteen years prior, he headed the Trademark Electronic Application System, helping move the Trademark Operation toward a total e-government environment. Mr. Morris has been with the USPTO since 1983, previously serving as a Law Office Examining Attorney, Senior Attorney, and Managing Attorney.

The Library is glad to provide reasonable accommodations for patrons with special needs. Please call two weeks prior to a program to make arrangements.