IABC DETROIT and PRSA DETROIT PRESENTS:





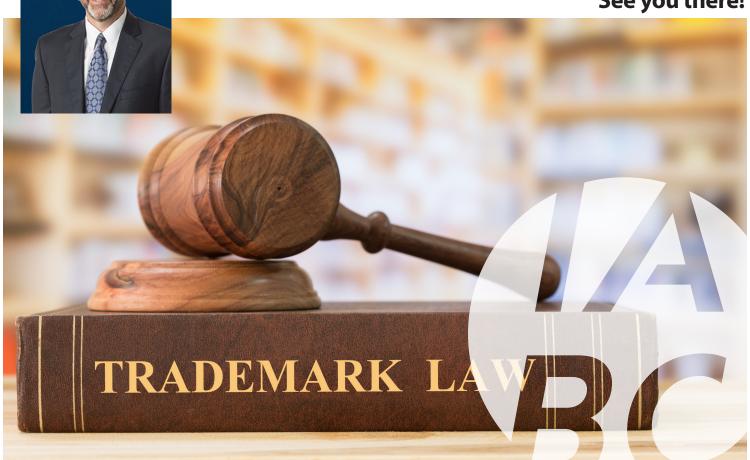


Protecting Your Competitive Edge: Intellectual Property 101

Speakers Kim Berger and Mike Palizzi, from Miller Canfield, will cover the fundamentals of trademark and advertising law. Including practical tips on how to select and protect your brand, how to maintain the value of your trademarks, and best practices to help you avoid common pitfalls that may lead to false advertising claims.

- · What a trademark is
- Best practices for getting and using a trademark
- How to protect a trademark
- · What to be careful of when running ads
- What are false advertising claims?
- What's safe for ads?
- What happens if you make false claims?

See you there!



COST: \$25 FOR MEMBERS \$35 FOR NONMEMBERS

Register via paypal: IABC Detroit Members-www.iabcdetroit.org

PRSA Detroit Members-www.prsadetroit.org Any questions contact Nancy Skidmore at nskidmore@earthlink.net Wednesday, December 4 8 to 10 a.m.

Miller Canfield 150 West Jefferson, 25th Floor Detroit, MI 48226

