

IABC DETROIT and PRSA DETROIT PRESENTS:



International Association
of Business Communicators
Detroit



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

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