Restaurant Series Intellectual Property Seminar

April 20, 2009
Flaster Greenberg

Intellectual Property: How to Protect and Enhance the Value of your Restaurant's Name and Other Intangible Asset

Speakers: Jordan LaVine and Dennis Helms

What's In a name? Everything! Your restaurant's name is the most important part of your business. With untold hours and countless dollars spent crafting a brand to differentiate your products and services from those of your competition, protecting it is a simple, inexpensive way to measurably increase your restaurant's net worth and the good will you have built.

We'll discuss how to easily and affordably protect your name, logo, signature dishes, recipes, and business methods with trademarks and service-mark registrations and other methods. We'll show you why it matters and the monetary difference it can make when it comes to valuation and appraisals.

LOCATION:

1810 Chapel Avenue West

Cherry Hill, NJ

TIME:

8:30 to 9 a.m. - Registration and breakfast
9 to 10 a.m. - Program and Q & A Session

ATTORNEYS MENTIONED

Jordan LaVine