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## What is Intellectual Property and How Can it Help Business Owners?

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October 16, 2024

### BUSINESS LAW SEMINAR SERIES

Join Flaster Greenberg PC for a monthly Business Law Seminar Series.

The educational sessions will focus on topics that have an impact on most businesses in New Jersey and Pennsylvania, including updates on recent and pending legislative and administrative actions.

Our one-hour programs are geared toward business owners and business executives, and the professionals who advise them: accountants, financial advisors, bankers, and investors. Attendees will also have the opportunity to network with other business owners and professionals, and earn CLEs and CPEs.

### SEMINAR DESCRIPTION

You're invited to an engaging seminar introducing the four key types of Intellectual Property (IP) rights recognized in the United States: patents, trademarks, copyrights, and trade secrets. We'll explore what each of these rights protects and how they can add value to your business, regardless of its size. Additionally, the presentation will cover how these IP rights can be obtained, including the legal processes and associated costs, as well as how they can be enforced to safeguard your assets.

### PRESENTERS

**Aakash Patel**, Attorney, Intellectual Property & Patents, Flaster Greenberg PC

**Laura Lipschutz**, Attorney, Intellectual Property, Trademarks & Copyrights, Flaster Greenberg PC

### DATE & TIME

Wednesday, October 16 | 8:30 a.m. - 10:30 a.m.

### LOCATION

Caffe Aldo Lamberti  
2011 Marlton Pike West  
Cherry Hill, NJ 08002

### AGENDA

**Registration and Breakfast:** 8:30 a.m. - 9:00 a.m.

**Presentation:** 9:00 a.m. - 10:00 a.m.

**Additional Networking:** 10:00 a.m. - 10:30 a.m.

*Continued*

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**CLE**

1 NJ and PA CPE pending.

1 Substantive PA CLE pending.

**RSVP**

RSVP here.

**ATTORNEYS MENTIONED**

Laura Lipschutz

Aakash Patel