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## Free Flaster Greenberg Seminar on "Trademark and Copyright – A Survival Guide to Protecting a Good Name"

*Press Release*

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December 30, 2008  
Cherry Hill, NJ

Flaster Greenberg, Attorney's at Law will present a free seminar for entrepreneurs and business owners titled "Trademark and Copyright - A Survival Guide to Protecting a Good Name: How to Capitalize on Your Brand or Business Name" on Tuesday, January 13, 2009 from 11:30 a.m. to 2 p.m. in the firm's Conference Center, located at 1810 Chapel Avenue West in Cherry Hill, NJ.

Jordan A. LaVine, chair of the Intellectual Property Practice Group and head of the Trademark and Copyright section at the regional business law firm of Flaster Greenberg, will discuss ways to strengthen and enforce brands and business names and the difference between trademarks, copyrights, and trade secrets. LaVine will explain how to get the most value and protection from legal contracts in a business and how to protect written material, software, slogan names and goodwill.

Jordan A. LaVine specializes in matters related to the protection and licensing of intellectual property, specifically trademarks and copyright matters, author and publisher agreements, and employment agreements. He handles matters involving trademarks, trade dress, product configuration, unfair competition, trade secrets, copyrights, false advertising, and Internet related intellectual property issues.

The seminar is co-sponsored by the Rutgers-Camden Business Incubator, Burlington County College High Technology Small Business Incubator and the Rutgers-Camden Small Business Development Center. For more information or to register, contact Jessica Winters at Flaster Greenberg P.C. at 856-661-1900; e-mail [events@flastergreenberg.com](mailto:events@flastergreenberg.com); or register on-line at [www.flastergreenberg.com](http://www.flastergreenberg.com). Seating is limited.

### **ATTORNEYS MENTIONED**

Jordan LaVine