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## Free Seminar on "Trademark and Survival Tips to Protecting a Brand or Business Name" at Flaster Greenberg March 11

*Press Release*

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February 21, 2008  
Cherry Hill, NJ

A free seminar for entrepreneurs and business owners titled "Trademark and Survival Tips to Protecting a Brand or Business Name" will be presented on Tuesday, March 11, 2008 from 11:30 a.m. to 2 p.m. in Flaster Greenberg's Conference Center, located at 1810 Chapel Avenue West in Cherry Hill, NJ. This is the sixth of the 2007-2008 incubator series of free monthly luncheon seminars for entrepreneurs and start-up businesses.

Jordan A. LaVine, shareholder and chair of the Intellectual Property Practice Group of Flaster Greenberg, will discuss ways to strengthen and enforce brands and business names and the difference between trademarks, patents, 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.

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.

Co-sponsored by the Rutgers-Camden Business Incubator, Burlington County College High Technology Small Business Incubator and the Rutgers-Camden Small Business Development Center, the annual seminar series, presented by Flaster Greenberg attorneys, will continue with the following programs, all held on Tuesdays from 11:30 a.m. to 2 p.m. in Flaster Greenberg's Conference Center:

- "What to do When the IRS & Division of Taxation Comes Knocking," speaker Alan H. Zuckerman April 8, 2008;
- "Legal Issues in Franchising for Small Business Owners," speaker Markley S. Roderick, May 13, 2008.

For more information or to register, contact Judie Painter at Flaster Greenberg P.C. at 856-661-2297; 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