RUSA BRASS Preconference: Intellectual Property for Entrepreneurs

Event Code: RUS3
Where: ALA Annual Conference, San Francisco, CA
When: June 26, 2015, 8:00 am – 1:00 pm

What are common misconceptions about intellectual property among entrepreneurs? Two IP attorneys will discuss disputes and challenges startups are facing. Librarians and entrepreneurs will also get tips from experts on effective patent and trademark searching, learn about Patent and Trademark Resource Centers, and get introduced to best practices in library collaboration with the university commercialization office.

For business librarians in academic, public, and special libraries; SBDC counselors; entrepreneurs, and anyone interested in the topic.

Presenters:

Session 1: IP Challenges for Startups
- Alex Feerst, PhD, JD, Attorney, Durie Tangri LLP
- Genevieve Rosloff, JD, Attorney

- John Schlipp, MSLS, Associate Professor & Intellectual Property Librarian, Intellectual Property Awareness Center (IPAC), Northern Kentucky University Steely Library
- Linda Kocis, MSLS, Intellectual Property Librarian, Public Library of Cincinnati & Hamilton County

Session 3: Collaborating with the University Commercialization Office
- Cynthia Elliott, MLIS, Assistant Librarian, University of Arizona
- Jason Dewland, MBA, MLIS, Assistant Librarian, University of Arizona

Cost:

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RUSA members, please use special code RUSA2015 to receive discounted rates.

Register here: http://alaac15.ala.org/register-now
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