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Why and How to Police Your Intellectual Property, Association of Corporate Counsel, Charlotte Chapter Webinar

An informative discussion on why and how to police your Intellectual Property (IP). In today's hyper-competitive marketplace, a well-rounded IP strategy affords companies both peace of mind, as well as the tools to develop IP-related revenue streams, such as patent licensing. In this ever-changing legal landscape, the patent, copyright, and trademark are increasingly used as both sword and shield. Watch to learn about the fundamentals of developing a comprehensive IP strategy, keeping in mind that these lessons apply to companies of all shapes and sizes.

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SERVICE LINE

Intellectual Property

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