

CAPES SOKOL ATTORNEY IS FEATURED IP SPEAKER AT 2019 WOMEN IN BUSINESS WORKSHOP

Posted on April 2, 2019 by Intellectual Property

Category: [Presentations](#)

Tag: [Danielle Durban](#)



On March 23, 2019, Danielle M. Durban presented at the Women in Business Workshop in St. Louis, Missouri. Her presentation, entitled "Properly Advertising and Protecting Your Company's Intellectual Property," focused on advertising guidelines promulgated by the Federal Trade Commission, as well as Trademark and Copyright protection and enforcement.

Properly Advertising and Protecting Your Company's Intellectual Property

Program Description:

"Advertising Protections & Compliance" deals with the applicability of advertising regulations to the social media world. The presentation discusses what advertising must be and what it cannot be; how to properly advertise online either as a business owner or a blogger; why you should worry about complying; and, finally, how to administer some widespread marketing tools, such as sweepstakes and contests. Though this area of law is ever-evolving, particularly with the advent and popularity of social media advertising, this presentation focuses on the basics of understanding, so that as new regulations and guidelines are published, you know what to look out for and how to properly apply any such requirements to your social media advertisements.

"Protecting Your Company's Intellectual Property" focuses in on trademark and copyright protections and enforcement matters. The presentation explains how to identify different types of trademark and copyright rights that your company may hold, including important considerations while developing your company's brand. It also breaks down the pros and cons of federal registration and of the different ways to both offensively and defensively protect your company's trademark and copyright rights, providing practical guidance to direct you through the complexities that are U.S. Trademark and Copyright laws.

The choice of a lawyer is an important decision and should not be based solely upon advertisements.