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CPA Global and INTA present two breakfast briefings May 24th - 25th

May 19, 2010 - Front Section

CPA Global presents two breakfast briefings on May 24th - 25th in conjunction with this year's International Trademark Association (INTA) annual meeting.

Both sessions take place from 8:30-9:30 AM at the Westin Boston Waterfront Hotel at 425 Summer St.

INTA is the world's leading trademark association and its annual meeting is the group's premier event, with IP professionals, academics and trademark owners from well over 100 countries expected.

CPA Global's workshops will feature two of America's most respected in-house trademark counsel: Van H. Leichliter of leading science company DuPont and J. Scott Evans, head of global brand & trademarks for Internet giant Yahoo!, Inc.

CPA Global is one of the world's leading legal services outsourcing companies and a top provider of intellectual property services, helping companies manage patent and trademark portfolios and also derive maximum value for their IP assets. Among a variety of services, the company conducts trademark due diligence to help companies on either side of a potential M&A assignment assess the integrity and value of their trademarks and brands. Trademark due diligence can also reveal potential risks and liabilities that may be attached to a particular mark because of pending litigation or regulatory action - say, an infringement lawsuit or an FTC proceeding.

Let us know if you're interested in attending either session at the INTA meeting or might like to speak with CPA Global about trademarks or other IP matters.

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CPA Global Learning Series at INTA Annual Meeting

Monday, May 24th, 8:30am to 9:30am

Trademark Licensing: Driving Revenue while Managing Risk - a New Business at DuPont

Van H. Leichliter, Esq. Corporate Counsel & IP Leader, Trademarks and Copyrights, El du pont de Nemours and Company

DuPont is the world's most dynamic science company, creating sustainable solutions essential to a better, safer and healthier life for people everywhere. With hundreds of brands in over 70 countries, licensing plays a critical role in DuPont's trademark strategy. Van will share DuPont's perspective in driving revenue through licensing opportunities with an emphasis on:

Balancing commercial and legal risks with licensing revenue activities

Focusing DuPont's marketing efforts to identify viable and strategic licensing opportunities

The role of product stewardship in DuPont's licensing model

Tuesday, May 25th, 8:30am to 9:30am

Walking the Tightrope: Finding Balance in Trademark Enforcement & Fair Use

J. Scott Evans, Esq. Senior Director - Global Brand & Trademarks, Yahoo, Inc.

With the omnipresence of global brands and emerging channels of trademark usage, brand owners are faced with new issues in trademark enforcement. While certain third-party fair use can be a positive for the global brand, tolerance of such use cannot compromise brand integrity and trademark enforceability. J. Scott will address this rising issue and share Yahoo's perspective with emphasis on:

- Taking a realistic approach to trademark enforcement

- Ensuring that your own practices for "fair use" are in-line with your enforcement strategy

- Smart enforcement strategies that can help avoid PR nightmares

Both Breakfast Briefings will be held at the Westin Boston Waterfront, 425 Summer Street, Boston, MA -- Harbor Ballroom 3 (adjacent to the Boston Convention & Exhibition Center.)

Register today at www.cpaglobal.com/events. For more information, contact Elizabeth Norwood, enorwood@cpaglobal.com; 703.628.3809

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