TRADEMARKS, COPYRIGHTS AND PROPRIETARY INFORMATION:
A SERIES OF WEBINARS DESIGNED TO HELP YOU PROTECT YOUR NONPROFIT

Join us for a five-part series on the steps your organization can take to legally protect its trade name, copyright its materials and safeguard the security of its proprietary information

Sponsored by:

WilmerHale

Public Counsel Law Center
For most nonprofits, their names, logos and material they distribute are an integral part of their brand and reputation. Plus their materials may be a valuable revenue source. In an increasingly electronic environment, the legal rules surrounding intellectual property can be confusing. What is a trademark? How do we protect the nonprofit’s name and logo in case someone wants to copy it? How do we legally protect the manuals and course materials our nonprofit has developed? When can we use someone else’s material without getting into legal trouble? How does the Internet impact all of this?

This webinar series will discuss:

- The basics of trademark and copyright law, and how they apply to your nonprofit.

- How to create a strong identity for your nonprofit, so that you can raise awareness of your organization in the community and increase your organization’s legal right to protect its intellectual property.

- How to legally protect your organization’s proprietary information, including manuals, curricula, teaching materials and other non-public information.

- The legal ins and outs about how to carry out your organization’s activities via the Internet—including how the Internet can impact the steps your organization takes to protect its reputation and other intellectual property.

This course is designed for board members, executive directors and other nonprofit staff and volunteers responsible for marketing, communications and fundraising.
Schedule of Webinars

March 18, 2014 - Trademark and Trade Dress—the Basics. This webinar will teach nonprofits about the building blocks for creating an organizational identity. The webinar will focus on the basics of trademark law. What is a trademark? How can you protect your trademark and should you register it? This session will also discuss trade dress—what it is, how you create it and why it is important.

Presenter: Michael J. Bevilacqua, Partner, WilmerHale

April 8, 2014 - Building a Brand. One of the first steps in educating the community about your organization is to create a recognizable brand that sets your organization apart from the crowd. This webinar will discuss how you take all the key elements—trademarks and trade dress—and create a brand that is distinctive, marketable and legally protected. We will discuss the legal issues involved in creating a brand, and common mistakes your organization needs to avoid that could impact the ability of your organization to protect its trademarks.

Presenters: David Cavanaugh, Partner, WilmerHale
Natalie Pous, Senior Associate, WilmerHale

May 13, 2014 – Copyrights—What Your Nonprofit Needs to Know. This session will discuss the law of copyrights. Everyday, you prepare written material—often at considerable cost to you. You have manuals, training resources, website content, as well as flyers, brochures and other material. Sometimes, your organization’s employees create this material and other times you hire an independent contractor to assist you with this work. During the webinar, we will discuss who owns this material and how your organization can protect its interests. We will also discuss when and how your organization can use other peoples’ material without getting into legal trouble yourself.

Presenter: Daniel Williams, Special Counsel, WilmerHale

June 10, 2014 – Working Through the Internet. The Internet has dramatically affected how we transmit and receive information. This webinar will discuss what impact the Internet has on your organization’s legal rights, and how it affects your ability to protect your intellectual property both legally and practically. It will also discuss topics such as the new top level domain names and the legal ins and outs of developing a social media policy for your organization.

Presenter: Michael Smith, Senior Associate, WilmerHale
July 8, 2014 – How to Protect Your Proprietary Information. Trademarks and copyrights are only two of the ways that your organization can protect its important information. What about other information, like trade secrets, donor lists and other data, that you want to keep confidential? This webinar will discuss what options your organization has to protect its proprietary information.

Presenters: Heather Petruzzi, Senior Associate, WilmerHale
John LeBlanc, Senior Associate, WilmerHale

The moderator for each session will be Regina Hopkins, Assistant Director for Community Economic Development, D.C. Bar Pro Bono Program.

Each webinar will start at 12 noon Eastern Time and last 60 minutes.

To register, click here: https://www1.gotomeeting.com/register/628193569.

If you have any questions, please contact Lauren Paley at: lpaley@dcbar.org
Speaker Bios

**Michael Bevilacqua** is a partner in WilmerHale’s Intellectual Property Department. Michael’s practice focuses primarily on technology-related agreements, such as license agreements (principally software license agreements and patent license agreements), development agreements, distribution agreements and joint venture agreements. He has a considerable trademark practice, which includes the management of several thousand US and foreign trademark and service mark registrations. He has extensive trademark licensing experience, and has handled numerous trademark oppositions and cancelations. Michael was selected as a 2013-14 "IP Star" by *Managing IP* magazine. He was also recognized as a leading intellectual property attorney in the 2007-2013 editions of *Chambers USA: America’s Leading Lawyers for Business*.

**David Cavanaugh** is a partner in WilmerHale’s Intellectual Property Department. With extensive experience in all aspects of intellectual property practice, David has developed and implemented intellectual property strategies suited for companies at all stages, from early start-up phase to established business phase. Prior to joining the firm, David was a senior patent counsel in the legal department of Boston Scientific Corporation. He has also served as a patent examiner at the United States Patent Office. David was recently selected by the Massachusetts Life Sciences Center to serve as a peer reviewer for its Small Business Matching Grant (SBMG) Program, which promotes the life sciences within the Commonwealth of Massachusetts. David has been a frequent guest lecturer at New England College of Law, and has been recognized as a Washington DC leader in the intellectual property field in the 2008-2013 editions of *Chambers USA: America’s Leading Lawyers for Business*.

**Regina Hopkins** is the Assistant Director of the D.C. Bar Pro Bono Program and is responsible for the Community Economic Development Project. Regina worked for nine years as a tax associate in New York City. She then joined Habitat for Humanity International, serving as general counsel from 1993 to 2005. Regina joined the D.C. Bar Pro Bono Program in January 2006. During that time, the CED Project has won the D.C. Bar’s award for Best Bar Project in 2007 for the CED Project’s Small Business Initiative and the 2008 Frederick B. Abramson Award for Service to the Bar. Regina serves on the Board of Directors of the Center for Nonprofit Advancement in Washington D.C.

**John LeBlanc** is a senior associate in the Intellectual Property Department at WilmerHale. He joined the firm in 2011. John focuses his practice on complex intellectual property matters. Prior to joining the firm, John was an associate at Hunton & Williams LLP, where his experience includes litigation and patent prosecution, and participating in oral hearings at The Board of Patent Appeals and Interferences. Before graduating from the George Washington University Law School, John worked as a consultant for 12 years. As a consultant he assisted with internal workflow projects, a government project designing a custom application to handle geospatial data, and systems integration projects with the US Department of Energy, the Peace Corps and UUNET.

**Heather Petruzzi** is a senior associate with the law firm of WilmerHale, specializing in the field of Intellectual Property. Heather represents clients before the US Patent and Trademark Office and in Federal court. She has experience in prosecuting patents for pharmaceutical companies, drafting non-infringement and invalidity opinions and assisting in litigation. She also prosecutes patent applications for start-up and large companies in the pharmaceutical and medical device industries. Heather volunteers with Maya Angelou Public Charter School.
**Natalie Pous** is a senior associate at WilmerHale with a diverse practice spanning several aspects of intellectual property law, including patent litigation, post-grant proceedings, patent prosecution, due diligence and counseling. Her litigation experience includes actions before the International Trade Commission and district court, involving technologies such as microprocessors, cellular and wireless communications, acoustics, and databases. Prior to law school, Natalie was a patent examiner at the United States Patent and Trademark Office.

**Michael Smith** is a senior associate in WilmerHale’s Intellectual Property Department. He represents clients in a wide range of intellectual property litigation matters. Michael has experience litigating patents, trade secrets, licensing agreements, and issues relating to unfair competition in state and federal court. He also represents clients in a wide variety of intellectual property licensing, procurement, and counseling matters. Prior to joining the firm, Michael worked at the San Francisco Public Defender's Office, assisting with the representation of individuals charged with felony offenses. During law school, Michael represented low-income clients in civil and criminal matters through the Stanford Community Law Clinic. Michael received a B.S., summa cum laude, in Electrical Engineering from UCLA.

**Daniel Williams** is special counsel in WilmerHale’s Intellectual Property Department. Daniel’s practice encompasses IP counseling, litigation and patent prosecution, including counseling clients regarding patent protection and validity and the drafting and prosecution of patent applications. With respect to prosecution, Daniel has written patent applications in a wide range of technology areas including: micro-mirror devices, electrochemical cells, mobile communications, networks, and other electrical and mechanical devices. Daniel also worked for IBM, Microelectronics Division before he attended law school. As an engineer, Daniel supervised production of printed circuit boards and developed processes for improving printed circuit board quality.