

## New Strategies for Protecting Trademarks Against Trademark Bullying - New Litigation Best Practices & Better Understanding How to Both Use & Defend Against Cease & Desist Letters

**Description:** In New Strategies for Protecting Trademarks Against Trademark Bullying, ExecSense examines the most up-to-date strategies and best practices being used by leading trademark attorneys to protect their clients against resource-rich trademark owners who employ legal means to prevent others from using trademarks that could potentially cut into their market share. Take the 60 minutes to view this webinar (on your computer, mobile phone, iPad, Kindle or printed out) to improve your understanding of the trademark bullying phenomenon and learn valuable tips and techniques for defending against cease and desist letters from bullying trademark owners.

Upon ordering, ExecSense will email you a link to download the webinar files for viewing on your computer, mobile phone, iPod, iPad, Kindle or printed out. The downloaded files will include the PowerPoint presentation, audio narration and jpeg images of the slides (for watching on your mobile media device). Take advantage of your next commute, flight, business trip, lunch, or free hour in your schedule to view this webinar.

The webinar is led by an expert in protecting against trademark bullying, Michael O. Warnecke (Partner, Perkins Coie), and focuses on:

- Everything you need to know in 60 minutes to defend your clients against cease and desist letters from bullying trademark owners
- Tips and techniques being used by leading intellectual property attorneys to protect their clients from trademark bullying and defend against cease and desist letters, including tips for choosing a trademark with an eye towards limiting future legal conflicts, how to educate your clients with trademark knowledge needed to identify bullying attempts, how to refute an infringement or dilution claim, tips for using alternative dispute resolution to defend against trademark bullying, how to determine whether or not your client should offer to sell their mark and how to determine fair price, how to publicize trademark bullying to get your client's customers and the public on their side and generate negative publicity for the trademark bully, and more
- The 10 questions being asked the most by intellectual property attorneys about what actions they need to be taking in 2011 to protect their clients from trademark bullying and unwarranted cease and desist letters and how to avoid any pitfalls that could lead to infringement actions being brought against their clients
- Case studies of other leading intellectual property attorneys who have successfully protected their clients from trademark bullying, what techniques worked best, and important lessons learned

Praise for ExecSense Webinars:

"An expeditious way to obtain authoritative current information and ideas on a subject of interest." – David Kera, Partner, Oblon Spivak

"Just in time information to improve knowledge of current topics and trends." – Thomas M. Armstrong, Attorney, Reid and Riege

"Well organized, well articulated, and easy to follow. The ExecSense webinar I attended was the best virtual learning experience I've had in quite some time." – Brian K. Moore, HR Communications, Humana

**Ordering:** Order Online - <http://www.researchandmarkets.com/reports/1725352/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,  
Guinness Centre,  
Taylors Lane,

Dublin 8,  
Ireland.



## Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

## Order Information

Please verify that the product information is correct and select the format(s) you require.

Product Name: New Strategies for Protecting Trademarks Against Trademark Bullying - New Litigation Best Practices & Better Understanding How to Both Use & Defend Against Cease & Desist Letters

Web Address: <http://www.researchandmarkets.com/reports/1725352/>

Office Code: SCXH708P

## Product Formats

Please select the product formats and quantity you require:

	Quantity	
Online Access - Enterprisewide:	<input type="checkbox"/>	USD 3000
Online Access - Single User:	<input type="checkbox"/>	USD 250
Online Access - 1 - 10 Users:	<input type="checkbox"/>	USD 1500
Online Access - 1 - 5 Users:	<input type="checkbox"/>	USD 750

## Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr  Mrs  Dr  Miss  Ms  Prof

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \* \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal / Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

\* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)



**Payment Information**

Please indicate the payment method you would like to use by selecting the appropriate box.

Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

Pay by check: Please post the check, accompanied by this form, to:  
Research and Markets,  
Guinness Center,  
Taylors Lane,  
Dublin 8,  
Ireland.

Pay by wire transfer: Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: \_\_\_\_\_

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

**Please fax this form to:**  
**(646) 607-1907 or (646) 964-6609 - From USA**  
**+353-1-481-1716 or +353-1-653-1571 - From Rest of World**