



NORRIS
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cordially invites you to

A Taste of Trademarks and Other Issues Affecting the Food & Beverage Industry

Jeanne M. Hamburg and Danielle M. DeFilippis, Members of Norris McLaughlin, P.A., are pleased to present a seminar discussing how the food and beverage industry is affected by the complex laws and regulations regarding:

- Proper usage of trademarks
- Registration process
- Relevant contracts such as licenses, assignments, and nondisclosure agreements
- Trade dress considerations
- Trademark selection, protection, and rights
- Trade secrets
- Use of registered trademark and copyright assets in securing financing
- Website terms of use and privacy policies
- Domain names and social media issues

This seminar is a must for established and emerging food and beverage company owners, restaurant owners and operators, marketing teams, and decision makers. A company's brand is one of its most valuable assets and protecting it is essential to ensure reputation and recognition amongst consumers.

When: Thursday, November 15, 2018

8:30 —9:00 a.m. Registration & Breakfast

9:00—10:00 a.m. Program

10:00– 10:30 a.m. Questions & Answers

Where: Norris McLaughlin New York Office

875 Third Avenue, 8th Floor

New York, NY 10022

(212) 808-0700

We are offering this seminar free of charge; feel free to share with your colleagues. Please complete and email the attached Registration Form by [Tuesday, November 6](#), to **Jacqueline Ehrenkranz** at jehrenkranz@norris-law.com.



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Seminar Registration Form

A Taste of Trademarks and Other Issues Affecting the Food & Beverage Industry

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

_____ **YES—I'd like to attend the seminar on November 15.**

Please RSVP before Tuesday, November 6, to:
Jacqueline Ehrenkranz
Norris McLaughlin, P.A.
jehrenkranz@norris-law.com