

**“LEARN HOW NOT TO GET "CRUSH"- ED
in the MARKETPLACE”**

Come to the Seminar on September 28, 2018

In Rasmuson Hall - Room 101

From 10:30 am until Noon



- **Discover** how to leverage intellectual property to succeed.
 - **Hear** about an illustrative **case study involving Candy Crush.**
 - **Acquire** an understanding of how patents, copyrights, trademarks, and trade secrets, apply to digital works, and learn about different licensing strategies.
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- **This seminar will be presented by a practicing expert in the field -** Charley Brown, who is a Partner at Ballard Spahr, a National Law Firm, and he is UAA’s patent attorney. Mr. Brown is a registered patent attorney with substantial experience in patent prosecution and litigation. His practice encompasses patent, copyright, trademark, and trade secret litigation; patent prosecution; client counseling; and opinion work. At Ballard Spahr he leads the Electrical, Software and Communications Technologies team in the firm's Patent Group and is a member of the IP Litigation Team.

Please RSVP to: Dr. Helena S. Wisniewski

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