

## How to Legally Protect Your Brand

### Third Thursday Emerging Company Webinar

WebEx

11.17.2011

Please join Sheppard Mullin for our monthly webinar series educating entrepreneurs and emerging companies on the key legal issues they face during the growth of their companies. These complimentary 1-hour webinars are held through WebEx on the third Thursday of the month at noon. They will have both an audio and PowerPoint component. Please join us for our next webinar November 17th!

### How to Legally Protect Your Brand

Thursday, November 17, 2011, 12:00 p.m. - 1:00 p.m.

Presented by Ted Max, Partner, Sheppard Mullin

**Meeting Number: 719 370 385**

**Meeting Password: (This meeting does not require a password.)**

Brands have life cycles and the brands that create a credible emotional connections with the consumer are likely to be able to demand higher consideration and maintain brand loyalty. This program will discuss what legal protections to employ and pitfalls to avoid in building a strong and evolving brand in light of the key trends for branding in the New Millennium. The program will also discuss the opportunity for companies to apply and operate new top level gTLDs. Whether you are a large or small brand the new gTLDs will have an impact on how you market to consumers and this program will provide practical information to help you navigate the new process in advance of the January 12, 2012 opening date.

Please click the link below to see more information, or to join the meeting.

### To join the online meeting (Now from iPhones too!)

1. Go to <https://soundpath.webex.com/soundpath/j.php?ED=165325087&UID=1266425717&RT=MiMO>
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4. Click "Join Now".

### To join the teleconference only

Call-in toll-free number: 1-800-901-9719

Call-in number: 1-719-234-0260

Attendee access code: 741613

## **For assistance**

1. Go to <https://soundpath.webex.com/soundpath/mc>
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## **MCLE**

*This seminar complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.0 hour of MCLE credit.*

*Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.*

*MCLE attendance certificates will be distributed following the webinar.*

## **IMPORTANT NOTICE**

*This WebEx service includes a feature that allows audio and any documents and other materials exchanged or viewed during the session to be recorded. By joining this session, you automatically consent to such recordings. If you do not consent to the recording, do not join the session.*

## **Attorneys**

Theodore C. Max