

cordially invites you to

An Appetite for Branding: Securing Trademark Protection in the Food & Beverage Industries

Norris McLaughlin & Marcus, P.A., is pleased to present a seminar on securing trademark protection in the food and beverage industries. This is a must attend seminar for established and emerging food and beverage company owners, 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. Topics covered will include:

- Branding
- Trademark selection, protection, and rights
- Trade dress issues
- Registration process
- Proper usage of trademarks

Real world examples of cases will also be discussed.

This seminar will be presented by Jeanne Hamburg, Esq. and Danielle M. DeFilippis, Esq., who regularly counsel established and emerging food and beverage brands in the area of trademark law.

When: **Tuesday, January 30, 2018**

Snow Date: **Wednesday, January 31, 2018**

9:00 – 9:30 a.m.	Registration & Breakfast
9:30 – 10:30 a.m.	Program
10:30 – 11:00 a.m.	Questions & Answers

Where: **Norris McLaughlin & Marcus, P.A.**

400 Crossing Boulevard, 8th Floor
Bridgewater, NJ 08807-5933
908-722-0700

**Please enter through the front of the building*

Please feel free to share this invitation with your colleagues.

We are offering this seminar free of charge. However, space is limited.

Please complete and return the attached Registration Form by January 16 to
Megan Seybuck by email to mseybuck@nmmlaw.com.

Seminar Registration Form

An Appetite for Branding: Securing Trademark Protection in the Food & Beverage Industries

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

_____ YES, I would like to attend the January 30 seminar.

Feel free to pass this on to your colleagues who may have an interest.

Please RSVP by January 16 to:
Megan Seybuck, Senior Marketing Coordinator
Norris McLaughlin & Marcus, P.A.
F: (908) 722-0755
mseybuck@nmmlaw.com