

PROTECTING YOUR INTELLECTUAL PROPERTY RIGHTS WITH PATENTS, COPYRIGHTS, AND TRADEMARKS

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Abstract

Mr. Abbatt's presentation focuses on the top of managing an intellectual property portfolio. Specifically, he discusses what engineers need to know in order to maintain and manage intellectual property assets, which often have a significant monetary value to companies. It is crucial that engineers be able to recognize and understand the worth IP portfolios and how to protect them, so that they can more effectively maximize the return from the portfolio. Mr. Abbatt's presentation will assist engineers in identifying IP issues, offer guidance in performing an IP audit, discuss "due diligence" in IP matters, and teach strategies for capitalizing on IP assets.