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WHAT EVERY ENTREPRENEUR & SMALL BUSINESS OWNER SHOULD KNOW

2019 TRADEMARK BASICS



Speaker: Jason Lott

About the Speaker

Jason Lott is the Attorney Advisor for Trademark Educational Outreach at the United States Patent and Trademark Office ("USPTO") in Alexandria, Virginia. Working within the Office of the Commissioner for Trademarks, he assists the effort for increased USPTO educational activities in the area of trademark fundamentals. For four years prior, he spearheaded the Pro Se Video Work Project, tasked with creating multimedia-based trademark educational materials. He has been with the USPTO since 2000, previously serving as a Law Office Examining Attorney, and is a recipient of the Exceptional Career Award.

Mr. Lott earned his J.D. in 2000 from the Dickinson School of Law of the Pennsylvania State University and his B.A., *magna cum laude*, in 1997 from Kenyon College. He is admitted to the bars of Ohio and the District of Columbia.

**Tuesday, September 10, 2019
6:00 pm – 7:00 pm**

**3550 Wilshire Blvd. Ste. 500
Los Angeles, CA 90010**

This workshop will go over the following:

- ❖ How Do Trademarks, Copyrights, Domain Names, and Business Names Differ?
- ❖ Why Is Federal Trademark Registration So Important?
- ❖ Critical Factors in Selecting a Strong Trademark for Any New Business
- ❖ Importance of a Complete Trademark Search
- ❖ How to Get Help with Your Application and Avoid "Scams"

The Los Angeles BusinessSource Center is funded by the City of Los Angeles Economic and Workforce Development Department (EWDD) and operated by Managed Career Solutions (MCS). Street Parking is available. Auxilliary Aid and services available upon request to individuals with disabilities.

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