

# College of Business and Public Management



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## Protecting and Commercializing Your Intellectual Property

**April 19, 2006**

7:30 a.m. - 9 a.m.

"Protecting and Commercializing Your Intellectual Property"

Sponsored by Blakely Sokoloff Taylor & Zafman LLP

In this workshop you will learn about protecting and commercializing your intellectual property assets.

This workshop will be presented in two parts. In the first part, you will learn how to increase the value of your company's intellectual property portfolio, such as what types of intellectual property assets may be protected; the increasing value of intellectual property assets in today's marketplace; and how to develop and/or improve your company's intellectual property portfolio. Particular emphasis will be given to developing a quality patent program to protect your company's technical innovations.

In the second part, you will learn how to commercialize your intellectual property assets, and how to craft a business case for each asset. In this section we will also discuss a couple of case studies in which companies were successful in unlocking value in under-utilized intellectual property assets.

The first part of the workshop will be presented by Eric King, Esq., Partner, Blakely Sokoloff Taylor & Zafman LLP. Mr. King's practice focuses on the prosecution of both U.S. and foreign patent applications in a wide range of technologies in the following areas: electronics, communication systems, computer-related technologies, software, internet technology, electromechanical and mechanical technologies. Counseling and preparation of opinions for clients regarding intellectual property rights.

The second part of the workshop will be presented by Steven Mednick, President, Plenum Revenue Group, LLC and Director, Business Development, Center for Strategic Thinking, University of La Verne. Plenum Revenue Group, LLC a sales and revenue development firm for emerging businesses to complex global enterprises and universities.

### Registration

The workshops are open to the public and admission is \$25 per-person per workshop. Because space is limited, reservations are required. For more information or to reserve a seat, contact Kathy Duran in the College of Business by phone at (909) 593-3511 ext. 4203 or by e-mail at [kduran@ulv.edu](mailto:kduran@ulv.edu).

**FIELD OF THE FUTURE**

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