



THE DORF LAW FIRM, LLP

**LUNCHTIME  
WEBINAR SERIES**

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*3 Thursdays in  
July and August*

**Schedule:**

**July 30, 2009  
August 6, 2009  
August 13, 2009**

*Each session starts  
promptly at noon  
(45 mins + questions)*

Please RSVP to  
[mgoerler@dorflaw.com](mailto:mgoerler@dorflaw.com)  
for login info

**Three Steps to Protecting Your IP**  
*Protect Yourself While Building Real Value*

Ralph Gaboury, chair of the intellectual property practice at The Dorf Law Firm LLP, will present a three-part webinar series on how businesses can get the most value from their intellectual property ("IP").



Ralph N. Gaboury, Esq.

**Does your business use intellectual property?  
It does – whether you know it or not.**

Login to these lunchtime webinars to learn how to protect yourself from claims of infringement and how to keep your competitors from using your valuable IP.

Ralph Gaboury will discuss the fundamentals of IP and the three steps your business can take to maximize its value:

- **July 30: STEP 1 – IP Basics & Due Diligence**

*What IP do I use? Am I safe? Can anyone come after me for using my company name or other brand names?*

- **August 6: STEP 2 – Registration**

*What can I do to formalize ownership of my IP?  
Why would I want to?*

- **August 13: STEP 3 – Enforcement / Licensing**

*How can I keep my competitors from using my IP?  
Are there ways I can make money from my IP?*

To attend any or all of these free webinars, please RSVP to Marilyn Goerler at [mgoerler@dorflaw.com](mailto:mgoerler@dorflaw.com). You will receive call-in and login information for each session.