

# Intellectual Property Update *and* Startups Start Here



**DATE: Thursday, September 22, 2011**

- LOCATION:** Association of Business and Industry (ABI)  
Iowa Conference Center  
400 East Court Avenue, Suite 100  
Des Moines, Iowa 50309
- 9:30 – 10:00 a.m.** Registration
- 10:00 – 10:15 a.m.** How Does the United States Patent and Trademark Office Really Work?  
*By Brian Pingel*
- 10:15-10:45 a.m.** Why Patent Reform Will Affect Both Patent and Trade Secret Rights.  
*By David Breiner*
- 10:45-12:00 noon** Avoid Litigation and Still Protect Intellectual Property Rights? Really?  
*By Camille Urban and David Breiner*
- 12:00 – 1:00 p.m.** Lunch Provided, Special Guest Speaker at 12:45
- 1:00 – 2:00 p.m.** Formation/Choice of Entity: What's Right for My Business?  
*By Joe Leo and Drew Larson*
- 2:00 – 2:15 p.m.** BREAK
- 2:15 – 2:45 p.m.** Ten Things You Need to Know about Employment Law Before You Hire an Employee  
*By Dani Smid*
- 2:45 – 3:15 p.m.** Capital Strategies for Early-Stage Companies – Do's and Don'ts  
*By Chris Sackett*
- 3:15 – 3:30 p.m.** Questions & Answers
- 3:30 – 4:30 p.m.** COCKTAIL RECEPTION

**RSVP INFORMATION**

**There will be no paper copy of this invite mailed out.**

**Please RSVP in one of the following ways:**

\*E-mail Debi Bull at:

DJB@brownwinick.com

\*Call Debi Bull directly at:

515-242-2467

\*Fax this form to Debi Bull at:

515-323-8567

\*Mail this form to:

Debi Bull, Marketing Coordinator  
BrownWinick Law Firm  
666 Grand Avenue, Suite 2000  
Des Moines, IA 50309

**PLEASE REGISTER FOR ONE SEMINAR, OR BOTH!  
THERE IS NO FEE FOR THE SEMINARS OR FOR LUNCH.**

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**BW Attorney (if any):** \_\_\_\_\_

**“Intellectual Property Update” Number of Attendees:** \_\_\_\_\_

**“Start Ups Start Here” Number of Attendees:** \_\_\_\_\_

**Lunch Number of Attendees:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**RSVP BY  
Monday, September 19, 2011**

**DISCLAIMER: The determination of the need for legal services and the choice of a lawyer are extremely important decisions and should not be based solely upon advertisements or self-proclaimed expertise. This disclosure is required by rule of the Supreme Court of Iowa.**