



## Protect your Intellectual Property on a Shoestring December 1, 2009

The Great Lakes Chapter of the MIT Enterprise Forum (MITEF) and the Great Lakes Entrepreneurs' Quest (GLEQ) are pleased to offer the 2009-2010 Savvy Entrepreneur series. The series provides early to mid-stage technology entrepreneurs with guidance on key topics that all startups must navigate to realize success.

You're heading a technology company and you realize that your product has some great potential. You suddenly realize that you don't have anything in place to protect your idea and your intellectual property. A little bit of research uncovers some options, some recommend copyrighting, non-disclosure agreements, others patenting and still other suggest varieties of licensing agreements. They all involve a fair amount of expense. You'll learn key Strategic Intellectual Property Management Best Practices.

Before allocating a significant portion of your product or business development budget to this, you ask yourself, "Are there some inexpensive ways of protecting your intellectual property?"

Learn why and how to protect one of your businesses most valuable assets affordably from local leading entrepreneurs and specialists. **More information at:** <http://www.mitgreatlakes.org>

**Moderator:** Dennis Nash, Chairman, MIT Enterprise Forum Great Lakes Chapter.

**Panelists:** Alan Harris, Principal, Bodmann LLP, patent attorney

Lisa Muhleck, Principal, Quinn Law Group LLP, patent attorney

**Bob Simms, COO, Menlo Innovations.** Menlo produces software for all walks of industry from health care, to scientific equipment, high-fashion e-commerce and many more. As successful Entrepreneur and Angel Investor and Technologist, has balanced cost and value of IP protections that fit budgets and work.

Bring you big questions and thorniest challenges to this program to advance your technology entrepreneurship skill set. You'll learn key Strategic Intellectual Property Management Best Practices

**MIT Enterprise Forum and GLEQ Interactive Satellite Sites:**

**Tuesday, December 1<sup>st</sup>, at 6 PM to 9 PM**

**Michigan Tech and Keweenaw Economic Development Alliance**

Advanced Technology Development Complex, Michigan Tech Campus,  
1402 Sharon Avenue, Houghton, MI. 49931

**Mid-Michigan Innovation Center and SVSU**

4520 E. Ashman Rd., Midland, MI 48642

**University of Michigan Center for Entrepreneurship**

UM North Campus, 2121 Bonisteel Blvd, Chesebrough Auditorium, Ann Arbor, MI 48104

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ConveneWeb is provider of leading full thin client web conference and collaboration software that will be hosting the online interactive session. Free online session offer for participants and special entrepreneur online sales and team meeting offer for MIT EF members. <http://www.conveneweb.com/>

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