



Events

Roger Masson to Present on Intellectual Property and Advertising for Brewpubs, Breweries and Distilleries

March 21, 2017
Live Seminar

[Roger M. Masson](#), a Chicago-based intellectual property attorney at Hinshaw & Culbertson LLP, will present on the topic, "Intellectual Property and Advertising - Brewpubs, Breweries and Distilleries," during a National Business Institute webinar on Tuesday, March 21, 2017. The presentation will take place from 3:30–4:30 p.m. (CT).

Masson will address the following issues:

- Trademarks
- Choosing a Brand Name
- Trademark Clearance, Filing and Protection
- Trade Dress and Design Patent
- Copyrights
- Trade Secrets
- Confidentiality/Nondisclosure Agreements
- Noncompete Agreements
- Advertising Mistakes and Social Media

For more information or to register for the program, visit the [NBI website](#).

Masson is an engineer and lawyer who helps individuals and large and small companies maintain their competitive advantages by protecting their innovations. He handles patent, trade secret and trademark matters, including arbitration, litigation, opinion and prosecution work. Masson is an avid home brewer and combines his related insights with his legal skills to help craft brewers and distillers with various legal matters.

Attorneys

Roger M. Masson

Service Areas

Copyright

Intellectual Property

Patent

Trade Secrets

Trademark