

ACC San Diego Chapter MAY MCLE: Protecting Your Product - IP Issues in the Food & Beverage Industry

Sheppard Mullin's San Diego (Del Mar) Office
05.12.2016

Sheppard Mullin is proud to sponsor the San Diego Chapter of the Association of Corporate Counsel May MCLE Event

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Overview

A company's intellectual property assets – trademarks, trade dress, patents, and trade secrets – serve as key differentiators in today's very competitive marketplace. In addition, intellectual property is a critical and complex issue, especially in the food and beverage industry where IP laws regularly intersect with industry specific regulations. Identifying ways to protect your products and capitalize on those assets is of paramount importance to companies of all sizes. This program will focus on methods for protecting your IP assets, how regulatory compliance can (and will) impact those decisions, and highlight key considerations to be aware of when implementing an IP strategy. Our panelists will discuss real world examples, as well as sharing their own experiences dealing with these strategic issues.

Speakers

- Lisa Martens, Partner, Sheppard Mullin
- Albert Ubieta, Senior Attorney, Ballast Point Brewing and Spirits
- Jennifer MacDougall, Vice President, Senior Counsel & Assistant Secretary, Jack in the Box

Schedule

11:30 a.m. - Noon Registration & Lunch
Noon - 1:00 p.m. Presentation

CLE

Credits: 1 hour
State: CA
Category: general

Contact

Eastbridge Workforce Solutions
Phone: 619.881.8130
Email: acca@eastridge.com

Cost

Members: No charge, lunch provided by Sheppard Mullin

Non-members: \$25

Attorneys

Lisa M. Martens

Practice Areas

Intellectual Property

Industries

Food and Beverage