

Nixon Peabody LLP presents “Common Intellectual Property Pitfalls and How to Avoid Them”

Entrepreneurs are the backbone of our economy, and their creative ideas and proprietary technologies have great potential to succeed in the marketplace. Intellectual Property issues for start-up and emerging companies can be complicated and challenging – particularly when considering how to protect their innovations and ideas. Nixon Peabody has a proven track record of helping our client entrepreneurs grow their businesses into successful, stable, and profitable enterprises and maximize the value of their intellectual property. In this session, Nixon Peabody attorneys Joseph M. Noto, Peter Durant, and Kristen Mollnow Walsh will provide entrepreneurs and emerging companies with a list of strategic items to consider as they seek to create, protect, and enforce intellectual property rights for their young businesses:

- Patent reform and protection
- Trademark and branding issues
- Copyrights and trade secrets
- Developing and protecting software for your business

#### About Nixon Peabody

Nixon Peabody LLP helps clients navigate the complexities of intellectual property laws and strategies. A longstanding, integral part of the fabric of Rochester and the upstate community, their focus is on working collaboratively to serve clients ranging from large corporations and financial institutions to entrepreneurs and private individuals. Employing innovative and client-centered approaches, the firm helps to anticipate and capture opportunities, prepare for and manage risks, protect and enforce intellectual property, and forecast and overcome obstacles faced by young companies. Nixon Peabody is committed to the clients it serves, the communities in which it lives, and the diverse professionals who have helped make it a “Best Law Firm” and “A Best Place to Work.”