



bankers' compliance group®

SEPTEMBER 2013 BCG TELEPHONE BRIEFING

BCG MONTHLY TELEPHONE BRIEFING

Friday, September 20, 2013

12:00 - 1:30 p.m.

(with live Q&A)

A Banker's Guide to Protecting Trade Names and Other Intellectual Property Rights

Intellectual property is quickly becoming recognized by businesses as a valuable asset that needs protection. Financial institutions in particular are developing proprietary interests in intellectual property that relate to the products and services they provide. An institution's name, its logo, and names of particular products and services can and should be protected. Unless the institution determines that these names and marks are legally available, and takes the necessary steps to protect its right to the exclusive use of the name or mark, the institution risks losing the value of the goodwill and brand identification it develops.

During this month's Telephone Briefing, we will discuss the fundamentals of trademark law and the importance of federal and state trademark registrations. Additionally, we will discuss recent developments regarding the use of domain names on the internet and the interplay between state filings and federal trademark law. Please join us for a discussion of how to protect an institution's intellectual property rights.

ALDRICH BONNEFIN & MOORE, PLC

Counsel to Bankers' Compliance Group®

SEPTEMBER MONTHLY TELEPHONE BRIEFING

Aldrich Bonnefin & Moore, PLC is hosting a monthly telephone briefing for Bankers' Compliance Group members. The meeting will be on **Friday, September 20, 2013**. This meeting will be presented live and will include a question and answer session. Members can ask questions by telephone, fax or e-mail. Each member that registers for the monthly telephone briefing will be given a password and instructions, which will allow them to participate in the telephone briefing.

Organize Your Participants

This announcement is sent to our main contacts in order to encourage the institution to organize multiple attendees to participate at one location or several locations concurrently. In this manner, several attendees can be accommodated in one conference room with a speakerphone.

Download Handouts

For convenience, members can go to the BCG website, **www.bankerscompliancegroup.com**, and easily download this month's handout the day before the briefing.

Not Able to Listen to the Program? Log on to Our Website!

Should you or others at your institution miss the broadcast, you can tune into our streaming audio available on the BCG website. There will also be a package available which includes a CD of the meeting and the handout. The package is available upon request at no additional cost. Contact Laura Jagerman at 800-742-3600 or **LJagerman@ABMLawFirm.com** to request this package.

REGISTER ONLINE ANNUALLY AT:

<http://register.bankerscompliancegroup.com/subadmin/>