

APA SEPTEMBER 26th, 2018 WEBINAR: **With Heather Sapp, Esq.** "TRADEMARKS MADE EASY"

Last Day to Register: 9/21/18 @ 5:00 pm



Heather Sapp, is Senior Counsel and Training & Communications Manager at LegalForce RAPC, where she was recently named the #1 trademark filing attorney in the US in 2017. Prior to joining LegalForce, Heather was a trademark examining attorney at the U.S. Patent & Trademark Office for more than a decade. Prior to that, she was a legal fellow for the House of Representatives Intellectual Property Subcommittee. Heather did her undergraduate work at Duke University, obtained her JD from the Sandra Day O'Connor College of Law at ASU, and an LLM from George Washington University Law School.

This webinar will delve into the world in which branding is increasingly reduced to 280 characters in social media, a strong trademark may be a business's most important and valuable asset. This class will lead you by the hand through the legalese to put your best foot forward. This is an introduction to trademark law, including how to conduct a clearance search, successfully prosecute a trademark application and how to enforce one's rights. Some focus will be given to some of the most famous trademark cases.

