

Researching Patent and Trademark Information

A Free Seminar for Inventors, Entrepreneurs, Educators & Legal Professionals

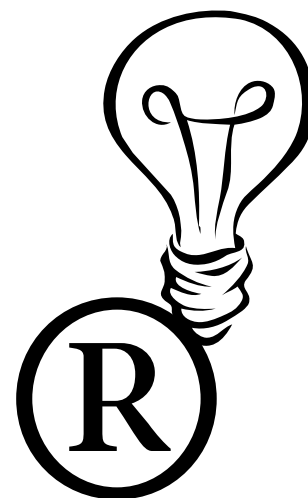
- Please register with Jackie Shane, 277-5327, jshane@unm.edu

Wednesday February 27, 2008

University of New Mexico

Zimmerman Library, Willard Reading Room

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Patent and Trademark Depository Library Program
of the U.S. Patent and Trademark Office**



8:30 a.m.	Registration
9:00 a.m.	Welcome and Introduction <ul style="list-style-type: none"> ▪ Bruce Neville, Director, Centennial Science and Engineering Library, University of New Mexico Libraries
9:15 a.m.	Overview of Patents, Trademarks, Copyrights and Trade Secrets <ul style="list-style-type: none"> ▪ Cynthia Banicki, Network Librarian, USPTO Patent and Trademark Office Depository Library Program
9:45 a.m.	Video: <i>Promoting Innovation: Today's USPTO</i>
10:15 a.m.	Break
10:30 a.m.	Patents: A Patent Attorney's Perspective <ul style="list-style-type: none"> • David Hogans, Medrano & Hogans, P.A., Albuquerque
11:00 a.m.	U.S. Patent Searching, Step by Step <ul style="list-style-type: none"> • Doug Salser, Project Manager, USPTO Public Information Services Division
12:00 p.m.	Lunch (on your own)
1:30 p.m.	Patent and Trademark Depository Library Services at the University of New Mexico's Centennial Science and Engineering Library <ul style="list-style-type: none"> • Jackie Shane, Associate Professor, Reference Librarian, University of New Mexico Libraries
1:45 p.m.	Video: Trademarks: <i>The Fingerprints of Commerce</i>
2:00 p.m.	Conducting a Federal Trademark Search, Step by Step <ul style="list-style-type: none"> ▪ Tom Turner, Librarian, Patent and Trademark Office Depository Library Program
3:00 p.m.	Break
3:15 p.m.	Are You or Your Clients the Target of an Invention Promotion Scheme? <ul style="list-style-type: none"> • Tom Turner, Librarian, Patent and Trademark Office Depository Library Program
3:45 p.m.	PubWEST Databases Overview: Access to USPTO's Web-based Examiner Search Tool <ul style="list-style-type: none"> ▪ Doug Salser, Project Manager, USPTO Public Information Services Division
4:15 p.m.	Question and Answer Session; Adjournment



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