



Intellectual Property and Trademarks

Intellectual Property & Trademarks – In this seminar, learn all about protecting your business’s intellectual property, and how to leverage international agreements to protect your IP around the world.

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This **Export University** session is part of Hawaii’s State Trade Expansion Program, also known as **HiSTEP**, designed to assist small businesses in Hawaii with growing their export business in markets around the world.

The HiSTEP program has three key components that you will learn about in the seminar:

1. **Export Readiness Program** – training & mentoring
2. **Company Assistance** – funding up to \$7,500
3. **Hawaii Pavilions** – support at major trade shows

The Export Readiness Training Program will help you to begin or expand your export market development through training and mentoring. **The world is open for your business, so come learn how you can start or further develop your export strategy!**

HURRY! SPACE IS LIMITED - Secure your place & register today!

Featuring John Cabeca



As the Director of the Silicon Valley United States Patent and Trademark Office, John Cabeca carries out the strategic direction of the Under

Secretary of Commerce for Intellectual Property and Director of the USPTO, and is responsible for leading the USPTO’s west coast regional office in Silicon Valley. Focusing on the region and actively engaging with the community, Mr. Cabeca ensures the USPTO’s initiatives and programs are tailored to the region’s unique ecosystem of industries and stakeholders.

Seminar Schedule

April 17, 2018

8:45am Registration

9:00am Program

12:00pm Pau & Networking

Session Information

Hawaii Foreign-Trade Zone No. 9
Homer Maxey International Trade Center
ITC Conference Room, 2nd Floor
521 Ala Moana Boulevard, Pier 2
Honolulu, Hawaii 96813

Cost: FREE

Seminar Registration

<https://histep2018-trademarks.eventbrite.com/>

Pre-registration is required for seminar.

Deadline to register is **April 13, 2018**

Questions? Call (808) 522.8040

Neighbor Island companies are encouraged to participate via livestreaming:

https://zoom.us/webinar/register/WN__euAYgzvT6qW5xGEX_DDFg

HiSTEP Program Information

To learn more about the HiSTEP program:

<http://invest.hawaii.gov/exporting/histep>

2018 offers new opportunities to boost your business with export training for YOUR target markets!

