

HAWAII STATE PUBLIC LIBRARY SYSTEM PRESENTS



Trademark Basics

What Every Small Business Should Know Now, Not Later

Hawaii State Library

1st Floor Reading Room

478 S. King Street, Honolulu HI 96813

Thursday

July 11, 2019

6pm - 7pm

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USPTO Trademark Educational Outreach

Want to start a business the right way and grow it to success?

A strong trademark or brand name is a key to business success. It protects and sets your business apart from competitors.

Join this **FREE** Seminar and learn about trademark basics:

- Difference between trademark, patent, copyright, domain name, and business name
- Key to creating a protectable trademark
- Importance of a comprehensive trademark search
- Registering your trademark with the USPTO
- How to get free and reduced-price legal assistance
- Benefits of federal trademark registration

All programs are subject to change. If you require an auxiliary aid or accommodation due to a disability, please contact the library at least 7 days before the program date. For a list of upcoming library events, visit www.librarieshawaii.org/events

