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IP Concepts for Startups: Protecting What You’re Building

Join Workman Nydegger attorneys Matthew Barlow and Michael Frodsham at iHub for a practical introduction to intellectual property concepts every startup and entrepreneur should understand.

As founders build new products, brands, and technologies, intellectual property can quickly become one of a company’s most valuable assets. Mr. Barlow and Mr. Frodsham will discuss key IP concepts for early-stage companies, including patents, trademarks, copyrights, trade secrets, ownership, and common issues founders should consider as their businesses grow.

Designed for entrepreneurs, founders, and members of the startup community, this presentation will provide an accessible overview of how to identify, protect, and strategically approach intellectual property from the earliest stages of a company.

Workman Nydegger is proud to support iHub and its entrepreneurial community through educational programming and ongoing office hours, helping emerging companies connect with experienced IP attorneys as they develop and grow their businesses.