

Roger Masson to Present on Intellectual Property and Advertising for Brewpubs, Breweries and Distilleries

Event

Mar 21, 2017

Roger M. Masson, a Chicago-based intellectual property attorney at Hinshaw & Culbertson LLP, will present on the topic, “Intellectual Property and Advertising - Brewpubs, Breweries and Distilleries,” during a National Business Institute webinar on Tuesday, March 21, 2017. The presentation will take place from 3:30–4:30 p.m. (CT).

Masson will address the following issues:

- Trademarks
- Choosing a Brand Name
- Trademark Clearance, Filing and Protection
- Trade Dress and Design Patent
- Copyrights
- Trade Secrets
- Confidentiality/Nondisclosure Agreements
- Noncompete Agreements
- Advertising Mistakes and Social Media

Masson is an engineer and lawyer who helps individuals and large and small companies maintain their competitive advantages by protecting their innovations. He handles patent, trade secret and trademark matters, including arbitration, litigation, opinion and prosecution work. Masson is an avid home brewer and combines his related insights with his legal skills to help craft brewers and distillers with various legal matters.

Hinshaw & Culbertson LLP is a U.S.-based law firm with offices nationwide. The firm’s national reputation spans the insurance industry, the financial services sector, professional services, and other highly regulated industries. Hinshaw provides holistic legal solutions—from litigation and dispute resolution,

and business advisory and transactional services, to regulatory compliance—for clients of all sizes. Visit www.hinshawlaw.com for more information and follow @Hinshaw on LinkedIn and X.

Event Information

Live Seminar

Related People



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Related Capabilities

Intellectual Property