



# NFCCA

## NIAGARA FRONTIER CORPORATE COUNSEL ASSOCIATION, INC.

[www.geocities.com/nfcca2001](http://www.geocities.com/nfcca2001)

### CLE Breakfast Presentation

This CLE is complimentary.

## What's in a Name? Creating and Protecting a Good Trademark

Wednesday, January 20, 2010  
8:00 a.m. Registration  
8:30 a.m. - 9:30 a.m. Program

Jaeckle Fleischmann & Mugel  
12 Fountain Plaza  
Buffalo, New York

### RSVP:

Donna Blaufuss at  
[dblaufuss@jaeckle.com](mailto:dblaufuss@jaeckle.com) or  
716.843.3933  
by  
Friday, January 15, 2010

**Eighth Floor Conference Room  
Main & Huron Streets, Downtown Buffalo**

(Complimentary Parking Available at the *All Pro Parking Lot at Pearl & Huron Streets*)

#### PROGRAM SCHEDULE

- 1. What is a Trademark?** (10 minutes)  
Trademark function  
Types of trademarks  
Distinguish company names, domain names, trade names
- 2. How are Trademark rights acquired?** (10 minutes)  
Use  
Registration  
®, TM, SM designation
- 3. Trademark Searches - objectives & limitations** (10 minutes)  
"Knockout" or screening searches  
US Patent and Trademark Office  
"Common law" search
- 4. Enforcement/Infringement** (10 minutes)  
Basic principles for "likelihood of confusion"  
Product markets and geographic markets
- 5. Development of legally strong trademarks** (10 minutes)  
Spectrum of trademark distinctiveness  
Common mistakes in trademark creation  
Recommendations for trademark creation
- 6. Questions and Answers** (10 minutes)

Participants in this course are eligible to receive 1.0 hour of New York continuing legal education credit, consisting of 1.0 hour in an Area of Professional Practice. This is a program at which both newly admitted attorneys and veteran attorneys may receive credit.





**DANIEL P. JOYCE** - [djoyce@jaeckle.com](mailto:djoyce@jaeckle.com); 716.843.3945

**PARTNER**

ADMISSIONS: NEW YORK STATE

Daniel P. Joyce concentrates his practice in legal services related to business, immigration and cross-border matters. He has extensive experience with U.S. immigration and cross-border matters, including business visas, family visas, green cards, naturalization and waivers. Mr. Joyce also handles legal aspects involved in business transactions for U.S. and Canadian transportation companies, including U.S. operating authority and other regulatory matters, business start-ups, and state and federal taxation. He also advises companies on the protection of proprietary information, trade names and trademarks.

Mr. Joyce holds a B.A. from the University of Notre Dame, an M.B.A. and J.D. from the State University of New York at Buffalo. He is admitted to practice in New York and Pennsylvania, U.S. District Courts, Eastern District of Pennsylvania and Western District of New York and the U.S. Tax Court.



*Jaeckle Fleischmann & Mugel, LLP has been certified by the New York State Continuing Legal Education Board as an Accredited Provider of continuing legal education in the State of New York for the period March 6, 2007 through March 5, 2010.*