



# STG: Innovation and Creativity Intellectual Property SME Engineer

Protecting Your Intellectual Property –for Innovators and Entrepreneurs  
- Laptops with wireless access recommended for exercises

Presented by Ridout & Maybee LLP –  
Canada's Intellectual Property and Technology Law Firm

May 18, 2010, 6:00 pm - 9:00 pm

Time	Session	Topic	Presenter
6:00 pm	<b>Creating and Protecting your Brand.</b> Tips on Trademark Protection Strategies, Creating, Maintaining and Strengthening value in your Trademarks, Designs, Licensing and Domain names Internet-based exercise on Trademarks	TRADEMARKS	Elliott Gold
7:30 pm	<b>What is My Invention?</b> Tips on Patent Protection Strategies, When to Patent, Avoiding Pitfalls, Preliminary Patentability Searching and Identifying the Invention Internet-based exercise on Patents	Patents	Benjamin Mak

## About Ridout & Maybee

Ridout & Maybee LLP has offices in Toronto, Ottawa and Mississauga, and consistently ranks as one of Canada's top IP law firms in both Canadian and international surveys of in-house counsel.

We understand the business of innovation, and the vital role that IP plays in today's competitive, market-driven economy.

The majority of our professionals have advanced degrees in science, engineering and IT – as well as law. This means we understand what our clients do, the industries they serve, and the way they do business. We know the key role that IP plays in their individual strategies for growth and success.

### Elliott Gold, B.A., LL.B.

Elliott Gold is a partner of Ridout & Maybee LLP in the firm's Toronto office. His practice covers a range of intellectual property areas including the preparation and prosecution of patent applications, trade-mark prosecution and opposition proceedings, as well as drafting and negotiating licensing agreements.

Elliott is also active in the information technology practice area, particularly with the negotiation and drafting of agreements relating to the licensing and distribution of technology, and assisting with related litigation matters.

### Benjamin Mak, B.A.Sc. (Eng.Sci.), LL.B.

Benjamin Mak is an associate of Ridout & Maybee LLP in the firm's Toronto office. His practice is principally directed towards patent drafting and prosecution, with an emphasis on electrical, mechanical, biomedical and computer related technology.

Benjamin is a graduate of the biomedical-electrical engineering stream of the engineering science program at the University of Toronto. He previously worked as a research engineer at a Toronto area hospital, where he was involved in the development of medical imaging devices.

## EVENT DETAILS

Tuesday May 18, 2010  
6:00 pm - 9:00 pm

**Venue:** 5444 Dixie Road,  
Mississauga, Ontario L4W 2L2  
SW corner of Pearson, Dixie Road 1/2  
mile south of 401)

*Click here for hotel details or cut & paste  
this link into your browser:*

<http://www.deltahotels.com/hotels/hotels.php?hotelId=153>

## Reservations Required

### Click Here to Register

Members preference over  
non-members!

\$20 - Members of SME and affiliated  
Organizations

\$30 - Non-members

\$10 - SME Student members

### Delta Toronto Airport West Hotel

#### CLICK HERE FOR MAP & DIRECTIONS

If you are interested and want  
to learn more about the  
STG: Innovation and Creativity,  
we urge you to send an email  
directly to Mr. Norm Nopper  
and Marie Laird at:

Norm.Nopper@sme-  
toronto-26.org

and

marie.laird@sme-toronto-26.  
org, respectively.