

# Winning the Intellectual Property Game in Foreign Markets: How to Use International IP Rules to Your Advantage

Presented by



Tri-State  
World Trade  
NETWORK

A program of:



THE CHAMBER OF COMMERCE OF  
**SOUTHWEST INDIANA**  
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Has your company adopted an appropriate game plan to protect its trademarks, copyrights and other intellectual property (IP) rights abroad? Have you instituted internal company procedures to ensure the effective transfer of your company's know-how to its foreign operations without increasing the risk of loss of its valuable trade secrets and competitive advantage?

The Tri-State World Trade Network is pleased to announce its upcoming fourth quarter seminar, *Winning the Intellectual Property Game in Foreign Markets: How to Use International IP Rules to Your Advantage*, featuring Luz Aurora Lettiere. During this informative seminar, you will learn about various types of intellectual property rights and gain a working knowledge of the kinds of IP issues that you should consider and resolve prior to conducting business in foreign countries.

Date: Wednesday, October 27, 2010

Time: 8:00 a.m. – 10:00 a.m.

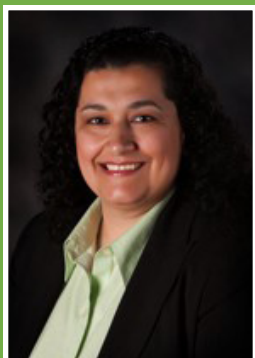
Location: The Chamber of Commerce of Southwest Indiana  
(Innovation Pointe, 4th floor)

Cost: \$35

Program includes a continental breakfast.

R.S.V.P.

To register, contact Julie Ko, manager of business services,  
at 812.425.8147 or via e-mail at [jko@ccswin.com](mailto:jko@ccswin.com).



## Speaker: Luz Aurora Lettiere

Luz Aurora Lettiere is an attorney in Evansville. Her practice focuses on federal and international matters concerning trademarks, copyrights, and technology licensing.

Ms. Lettiere previously served as Country Manager of copyright enforcement programs in three Latin American countries for the Business Software Alliance, a trade association comprised of the world's leading computer software companies.