

# Branding 101. Your Brand, Your Future.

Business  
Education  
Series

Thursday, October 8, 2015  
8:30 - 10:30 a.m.

Cost: \$40 members, \$80 nonmembers

Chamber  
3 East 4th Street  
Cincinnati, OH 45202

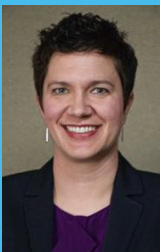
Recommended for:  
Business Owners and  
Marketing Professionals

## Why Trademarks Can Mean Greater Revenues for Your Small Business

One of the most important aspects of any business is branding. An effective brand strategy gives your company a major edge in competitive markets. Trademarks identify and distinguish goods of one manufacturer or seller from those of others. In this session you'll learn:

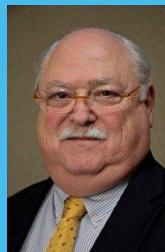
- ★ What is a trademark and what does it look like?
- ★ What is the difference between a trademark and a brand?
- ★ How brands/trademarks can increase the revenue for small and medium sized businesses
- ★ How a brand/trademark can help attract and retain customers
- ★ Is your brand able to be registered as a trademark? Should you bother? What does it cost?
- ★ Protecting and maintaining your trademarks after registration

### About the presenters:



**Hallie S. Borellis, Attorney  
Schwartz Manes Ruby & Slovin**

Hallie focuses her practice on employment law, intellectual property, general business matters, and civil litigation. She was named an Ohio Super Lawyers Rising Star in 2009 and 2010.




**William Wyler, Attorney  
Schwartz Manes Ruby & Slovin**

For over 20 years, Bill Wyler's practice has focused on the protection of intangible property rights and technology licensing and acquisition. American Lawyer Media has named Bill a 2013 "Top Rated Lawyer in Intellectual Property" and "Top Rated Lawyer in Technology."

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