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**Business**

**Lecture focuses on intellectual property**

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May 16, 2003

**FALL RIVER -- The Advanced Technology & Manufacturing Center on Martine Street offered up the first in an ongoing series of mini-seminars for entrepreneurs Wednesday.**

"One of the things we want to do with this series is to offer an opportunity for the business community and the university to expand their linkages," said Tom Curry, provost of the University of Massachusetts Dartmouth.

In future weeks, the center will host similar forums about how to write a business plan, how to enter the international market and how the small-business person can deal with corporate partners.

Wednesday's event featured attorneys Norma E. Henderson and Amy B. Spagnole in a discussion of "intellectual property," a legal concept encompassing everything from trademarks to ideas and inventions.

Henderson and Spagnole both stressed that intellectual property law is crucial to anyone who invents, writes or markets a distinct product.

"It's a vast and expansive area of the law," Spagnole said.

Spagnole told the audience that a trademark is a symbol, copyright is the protection given to ideas and a patent is used to protect an invention.

"A trademark can be a name, a symbol or even a distinctive package," Spagnole said, noting that a soda bottle made in a unique shape is a perfect example of packaging as trademark.

Domain names on the Internet can also be considered copyrights under some circumstances, Spagnole said.

"Protect it as soon as you adopt it," Spagnole said of a copyright.

Spagnole noted that both the federal government and individual states offer trademark registration and that the state process is usually faster and cheaper.

Patents, Spagnole said, are expensive and difficult to get but offer complete protection of an invention in this country. Both Spagnole and Henderson noted that there is no international protection of intellectual property, and that those who sell or license trademarked, patented or copyrighted products abroad should retain an attorney to apply that country's intellectual

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property protections.


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