



INVENTION-CON 2018

The Place for **Inventors, Makers, & Entrepreneurs**
USPTO's Inventors Conference • August 17-18 • Alexandria, VA

"From Concept to Commercialization"

Agenda

Thursday, August 16, 2018

4-6 p.m.

Registration and badge pick-up
Pre-Conference workshops (optional)

6-7 p.m.

Getting to first base:
Understanding patent basics
Understanding trademark basics

Friday, August 17, 2018

8-8:30 a.m.

Registration

8:30-8:45 a.m.

Introduction/Welcome

8:45-9:45 a.m.

We did it, you can too:
Learning from successful inventors
Learn the steps needed to start a successful business from two successful inventors turned entrepreneurs as they explain their experiences with IP and starting their businesses.

9:45-10:15 a.m.

Patents, trademarks, and copyrights

10:15-10:45 a.m.

Break/Booths

10:45 a.m.-11:45 a.m.

We're the government and we can help:
Available resources
Representatives from the SBA, MDBA, OIG and USPTO Regional Offices will detail the resources available to the public via their respective organization.

11:45 a.m.-12:45 p.m.

Lunch break
Walk through the USPTO's website presentation by Ned Landrum from 12:15-12:45
A list of dining options is available at the registration desk.

12:45-1:45 p.m.

Keynote · Howie Busch

1:45-2:00 p.m.

Andrew Hirshfeld,
USPTO Commissioner for Patents
Introduced by Valencia Martin Wallace,
Deputy Commissioner for Patent Quality

2:00-2:15 p.m.

Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

2:15-3 p.m.

Think it, make it, sell it:
Understanding manufacturing
Now that you have thought of "it", learn from these panelists the necessary steps to manufacture and market your products.

3-3:15 p.m.

Break

3:15-4 p.m.

Breakout sessions
1. Patents: How to search your invention
Madison West (MDW) 1B25
2. Trademark website resources and tools
Madison West (MDW) 207
3. Filing for a patent & common mistakes
Madison Auditorium North
4. Funding your venture
Madison Auditorium South

4-4:15 p.m.

Break/booths

4:15-5:30 p.m.

To market, to market, to market we go:
How products are brought to market
Learn how from this inventors how companies determine what products to manufacture and sell.

5:30-6:30 p.m.

One-on-one assistance
Sign up at the registration desk, limited appointments available on a first-come, first serve basis.

5:30-7 p.m.

Networking at resource booths

Saturday, August 18, 2018

8:45 a.m.-9:00 a.m.

Welcome

9:00 a.m.-10:15 a.m.

We did it, you can too:
Learning from successful inventors
Learn the steps needed to start a successful business from two successful inventors turned entrepreneurs as they explain their experiences with IP and starting their businesses.

10:15-11:15 a.m.

Accelerators, incubators, start-ups—oh my!
Learn the differences and benefits of each of these key components of business.

11:15-11:30 a.m.

Break

11:30 a.m.-12:15 p.m.

Building your IP portfolio
Learn the necessary components a small business needs to ensure proper IP coverage from these knowledgeable panelists.

12:15-1:15 p.m.

Lunch break
Pro Bono presentation from 12:45-1:15
A list of dining options is available at the registration desk.

1:15-2:15 p.m.

Don't strike out: pitching your invention
Panelists will detail how to get major companies interested in new products.

2:15-3:15 p.m.

Driving your success: Understanding licensing, commercialization and outside investment

3:15-4:00 p.m.

Taking on the world: Globalization
Learn the steps necessary to successfully and safely globally distribute your product.

Invention-Con 2018 Agenda (subject to change)

UNITED STATES
PATENT AND TRADEMARK OFFICE

