

Contact: Regina Madwed 203-255-4002

For Immediate Release

Fairfield, Connecticut, January, 29

Free talk Feb. 8 on trademarks for products, logos, websites

Do you need to be concerned about protecting your logo, website or company name? Do you know the difference between trademarks, service marks and copyrights? Find out on Feb. 8 when the Capitol PhotoInteractive in Fairfield hosts a free lecture by Jason Marsh, an attorney with Jeffers & Ireland.

The talk from 5:30 to 7:00p.m. is part of Steven Madwed Memorial Lecture Series, in celebration of Capitol PhotoInteractive's 30th anniversary, says Regina Madwed. She notes the business briefings are designed to give owners of small and medium size businesses leading edge information from top professionals. Capitol PhotoInteractive is a full service digital photography and web studio.

Mr. Marsh, a trademark attorney, specializes in handling every step in the process of registering a trademark with the U.S. Department of Commerce's Patent and Trademark Office. He will explain to business owners that a product and the branding materials, including the logo and slogan, etc., must be unique.

Before submitting an application, Mr. Marsh utilizes professional resources to research a product and the materials used to advertise it. If something similar does exist, he offers business owners suggestions on what types of changes could be helpful. Mr. Marsh then prepares the application and shepherds it through the Patent and Trademark Office's lengthy review process.

The talk will take place at the Capitol PhotoInteractive studio, 1300 Post Road in downtown Fairfield. Contact info@capitolphotointeractive.com or 203-255-4002. Attendance at this event is open to the community. Light refreshments will be served.