



INTA/USPTO Industry Training Seminar: Trademarks and Big Data

July 29, 2014

Associate Michael Justus will participate in the 2014 INTA-USPTO Industry Training Seminar at 10:00 a.m. on Tuesday, July 29 at the USPTO Headquarters in Alexandria, Virginia. Michael will moderate the panel discussion "Big Data and Trademarks," which will provide general information on what "Big Data" is, discuss why it's important and explore trademark issues in the Big Data space. The panel features in-house IP counsel from IBM, Oracle and Symantec.

For a recap of the discussion, including how the technology in the panelists' businesses has evolved from a hardware- or software-based model to a cloud services-based model, descriptions of the sources of big data as well as current and future trends, and panelists' comments to the USPTO examiners on a number of practical difficulties that they face today as trademark owners in managing their protection programs with the USPTO, click [here](#).

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