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NEWS

ROBERT REHM SPEAKS TO STUDENTS IN N.C. STATE UNIVERSITY'S TECHNOLOGY ENTREPRENEURSHIP AND COMMERCIALIZATION INITIATIVE PROGRAM

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Raleigh, NC (November 22, 2011) – Robert Rehm, an attorney in Smith Anderson's Intellectual Property practice group, recently spoke to students in North Carolina State University's Technology Entrepreneurship and Commercialization (TEC) Initiative program on "Intellectual Property Issues for Start-Ups." Rehm addressed graduate-level business and engineering students in the TEC's "Technology Evaluation and Commercialization Concepts" class. This class exposes students to marketing, organizational, financial, operational, and manufacturing issues and strategies for assessing, managing, and planning for such issues in the context of entrepreneurial transfer mechanisms, such as spin-offs, technology licensing, and high-technology start-ups.

Rehm's presentation discussed the process for creating rights in copyrightable and patentable subject matter, trademarks and service marks, and trade secrets, all arising out of technology development activities, the steps required under U.S. law to protect such rights, and some of the common "traps for the unwary" encountered by start-ups in connection with creating and protecting their intellectual property.

Rehm's practice generally focuses on technology licensing and commercialization and the acquisition, licensing and protection of patent, copyright, trademark, trade secret, and other intellectual property rights.

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