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NEWS

## ROBERT REHM AND KELLI OVIES SPEAK AT THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS MEETING

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September 21, 2009 (Raleigh, NC) - Smith Anderson lawyers Kelli Ovies and Robert Rehm presented the topic of how rights in intellectual property impact the engineering profession at the Eastern North Carolina Section of the Institute of Electrical and Electronics Engineers (IEEE) meeting. Blake Fricks offered research assistance for the presentation.

Ovies's presentation focused on rights that arise from the use of trademarks and service marks, the benefits derived from federal registration of marks, and the important role that they play in generating goodwill for a business. Rehm explained how copyright, patent and trade secret rights come about. In addition, he discussed the principles underlying transfers of such rights and identified certain activities and situations that can result in the loss of those rights. Rehm explained, "Assisting companies with strategies for identifying, utilizing, and protecting their intellectual property assets—often forming a substantial part of their businesses' value—is key. Such assistance, which includes registration, licensing, transfer, and enforcement of rights in such assets, strengthens the foundation on which such businesses are based."

### About Smith Anderson

Since its inception in 1912, Smith Anderson has grown to become the largest Triangle-based law firm and one of the largest in North Carolina. Representing diverse organizations with local, state, national and international interests, our lawyers focus on building and strengthening relationships by understanding our clients' businesses and customizing our legal solutions accordingly. Our commitment to our clients also extends to our community and profession.

## PROFESSIONALS

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