

## Blurred Borders: An Exploration Of IP In Wearable Tech

### DATE

**November 12, 2015**

One of the hottest multi-billion dollar industries is burgeoning—wearable technology. “Wearables” are being brought to market at a rapid pace and Fortune 500 companies, middle market companies, start-ups, and entrepreneurs who are involved in this industry need advice with respect to patents, trademarks, trade dress, copyrights, trade secrets, and other intellectual properties. Numerous industries are involved in wearable technology—medical and health devices, apparel, jewelry, sporting goods, baby products, personal security, pet accessories and others. Wearable technology presents a unique intellectual property challenge and lawyers must look at every aspect of the wearable product to assess what is appropriate for protection and how to minimize liability for claims of patent, trademark, trade dress, copyright, and trade secret infringement.

### Speakers:

- Kenneth D. Suzan, Barnes & Thornburg LLP
- Rod S. Berman, Jeffer Mangels Butler & Mitchell LLP
- Pankaj Kedia, Senior Director & Business Lead, Smart Wearables Segment, Qualcomm Technologies, Inc.

**When:** Nov. 12-13

**Where:** The Westin Mission Hills Golf Resort & Spa | 71333 Dinah Shore Drive | Rancho Mirage, CA

For more information, click [here](#).