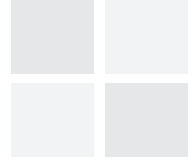


"Five Ways to Protect Your Business's Online Reputation" Presentation



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Small, Emerging & Growing Businesses

July 23, 2013

Have you searched your business name online and found something negative or inaccurate? Have you seen your logo or custom photos on someone else's website without your permission? Have you ever used a graphic on your blog without asking for permission from the artist?

Whether you do business solely online or only have a website, yelp page or social media page for your business, your logo, name and thus your brand are on the internet. If you blog, post images or publish articles, it's also possible you could be infringing on someone else's rights. Even if you don't have a website and avoid all of that "online stuff," it's likely someone has written a review or referenced your business somewhere in cyberland.

So how do you protect yourself and your company?

Intellectual property attorney and former business and marketing consultant, Ashley R. Dobbs, from Bean, Kinney & Korman will host a workshop focused on how to protect your business's reputation on the internet. She will discuss how to practice good web hygiene by monitoring your online presence, protect your copyrights and trademarks, and avoid getting sued by someone for violating their intellectual property rights. She will also provide insight on how deal with domain name squatters and less than appealing online reviews.

If you have questions or concerns about your business's reputation online or don't understand how this applies to your business, then you need to register to attend.

For more information and to sign up, please [click here](#).