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WILLIAM S. RICHARDSON  
SCHOOL OF LAW

## **2011 ABAC SME Symposium**

### **Session 4 - Trading Across Borders: Regulatory and Operational Concerns**

SME Navigation of IPR Protection in Trade/Export Activities

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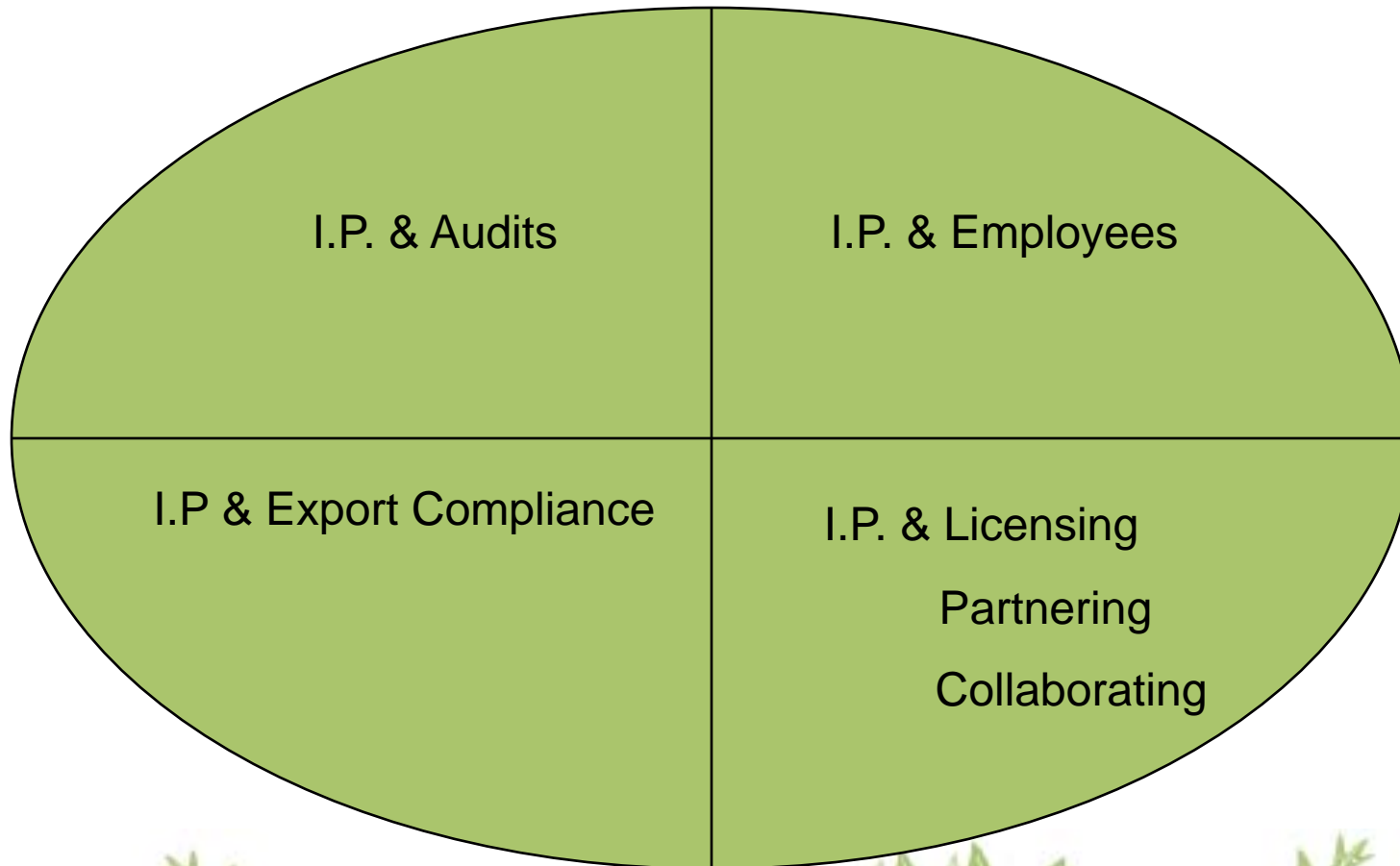
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## **SME IP Protection in Trade & Export Activities**

- Internal IP Protection & Risk Management
- External IP Protection & Risk Management
- Threats to IP Exploitation Strategies



# Internal Protection



## External Protection

- International Treaties
- Multilateral and Bilateral Agreements
- Government Regulation
  - Civil Protection and Enforcement
  - Criminal Protection and Enforcement
  - Export Controls
  - Border Protection



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- The Promise and the Challenge of the Internet in Launching New Business Models
  - Rescuecom Corp. v. Google Inc.
  - Cloud Computing & Possible Derivative Works
- U.S. Patent Reform (AIA)
- Threat of Misappropriation



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- Licensing
- Partnering
- Collaborating



# Conclusion

