



MSU WORLD IP DAY 2019



Bridging the Intersection of Intellectual Property & Regulations

APRIL 25

MSU COLLEGE of LAW
Castle Board Room
Room 343
East Lansing, MI

To register: <http://bit.ly/2NCGgAO>

Cost: \$35

AGENDA

- 9:00a Registration & Breakfast
- 9:30a Panel 1: Supplier/Sourcing
- 10:15a Break and Networking
- 10:45a Panel 2: Manufacturing
- 11:30a Networking Lunch
- 1:00p Panel 3: Distribution/Retail
- 1:45p Break and Networking
- 2:00p Breakout Sessions: Special Topics
- 2:45p Closing
- 3:00p Networking Reception

Who should attend?

Businesses, policy makers, academics, and students interested in learning how to protect intellectual property while growing globally in an ever-more connected world.

OPTIONAL SEMINARS

Cost: \$50

- 7:30a Registration & Breakfast
- 8:00a Seminars (select one)

Introduction to Brand Protection

Export 101: Grow Your Business with International Sales

Introduction to Food Law

Hosted by



International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY



Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY



Global Food Law Program
Graduate and International Programs
College of Law
MICHIGAN STATE UNIVERSITY