WEDNESDAY, MAY 6, 2020 8:30AM-1:30PM

WORLD IP DAY 2020

IP PROTECTION FOR SMALL & MEDIUM-SIZED ENTERPRISES

Location:

MSU Henry Center, 3535 Forest Road, Lansing, MI

Register here:

https://global.broad.msu.edu/gbclub/register

- Learn why brand protection is important for SMEs.
- Get a SME Toolkit for Brand Protection.
- Understand why brand protection for SMEs is important for larger companies as well

HOSTED BY:

International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY

Center for Anti-Counterfeiting and Product Protection
College of Social Science
MICHIGAN STATE UNIVERSITY

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