

APRIL TOPIC ▶▶

Branding Your Business

Selecting and Protecting Strong Trademarks

Organizer

William J. Bethune, Esquire, McCandlish & Lillard, PC

Moderator

Kurt Sayce, Area Developer for **Too Hotties Haircuts**, Virginia and DC metro

Presenters

Laura Bates, Principal
Brand Verve



Ralph M. Tener, Principal
Head of Information Technology Group
McCandlish & Lillard, PC



Come learn key aspects of branding your business! From selecting strong brands to protecting trademarks, this month's CXO Forum focuses on branding keys to help you succeed, addressing such topics as:

1. Why a business should brand
2. Key considerations in establishing brands
3. Legal aspects of trademarking brands
4. Keys to "strong" trademarks
5. Ways to acquire and protect rights



Laura Bates has 20 years of experience in marketing and brand management, creating positive change and enhanced brand value for Fortune 500 companies including Procter & Gamble, Marriott International, Domino's Pizza, and others. She helps organizations improve their brand performance through creating strategic clarity and activating their brand experience in the marketplace.



Ralph M. Tener, Esq., has practiced computer and intellectual property law for more than twenty years, with a very active trademark registration and enforcement practice during that time. Mr. Tener will provide practical advice on how to use trademark law and federal registrations to build and preserve strong branding.

CXO Forum 09-10 SERIES

JOIN US!

THURSDAY
APRIL 8
2010

7:30am to 8:00am
Networking and
Continental Breakfast

8:00am to 9:00am
CXO Forum
Panelist(s) Presentation

9:00am to 9:15am
Burning Issues

*Discuss your specific
issues and challenges
with colleagues and
fellow CXO members*

Location
Cherry, Bekaert, &
Holland
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703-506-4440
For directions, visit
www.CXOForum.com

CXO Forum

FOUNDING PARTNER



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Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month (*unless specifically noted*)

7:30 am to 9:15 am

- 7:30 to 8:00 am – Networking/Continental Breakfast
- 8:00 to 9:00 am – CXO Forum
- 9:00 to 9:15 am – Burning Issues

BRING A GUEST!



Don't Miss These Upcoming Meetings

MAY 13, 2010

Let Them Sell You: Creating Differentiation to Grow Revenue

Ian K. Altman, Principal, Grow My Revenue, LLC

JUNE 10, 2010

Tools for Executive Compensation Plans, Part II

Organizer: Clark Childers, CPA, Partner, Cherry Bekaert & Holland

Social & Membership Evening! Thursday, April 22, 2010 5:30 PM - 7:30 PM

Chair: **Clay Parcels**
Executive Leadership Performance, LLC

Guest Presentation by
Lee W. Frederiksen, Ph.D.
Hinge Marketing

"Top Dollar: How to Achieve
a Premium Valuation for Your
Professional Services Firm"

Recent 2009-2010 CXO Forum Meetings

SEPTEMBER 10, 2009

The Power of Networking

Bill Stokes, Chairman, Washington Network Group (WNG);
Executive Search Consultant

OCTOBER 8, 2009

Selling to the Government: What Small Business CEO's Need to Know (To Win Contracts)

Presenters: **Scott Ulvi**, President & CEO, Triumph Enterprises, Inc.; **Tony Martin**, PhD, President & CEO, Strategic Solutions Unlimited, Inc.

CXO FORUM ANNUAL SOCIAL, OCTOBER 27, 2009

Guest Presentation by **Donald T. Beery**, Partner, Plus Point Partners, LLC; Corporate Sponsor: **McCandlish & Lillard**

NOVEMBER 12, 2009

2010 Economic Forecast: What's Ahead for the U.S. and Washington on Jobs, Housing, Growth Sectors, and More
Stephen S. Fuller, PhD, Dwight Schar Faculty Chair and University Professor; Director, Center for Regional Analysis, School of Public Policy, George Mason University

DECEMBER 10, 2009

What CXOs Need to Know About Effective Advisory Boards

Bob Morgan, Co-Founder & CEO, MorganFranklin;
Elizabeth Murphy, Founder & President, CFM Partners

JANUARY 14, 2010

Growing a Company from \$0 to \$500M: Insight from a Business Leader

Dennis Ratner, CEO of Hair Cuttery and The Ratners Cos.

MARCH 11, 2010

CXO FORUM ROUND TABLE

Sue Evans, President & CEO, Evans Incorporated,
Hope Johnson, President & CEO, Pyramid LLC