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**The Business Edge**  
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**December 4th 2013: Corral Your Ca\$h Cow**

A business owner's most valuable asset aside from people is its intellectual property (e.g., copyright, trademarks, etc.). This session will saddle you up to better protect, manage and fatten your cash cow, and help you avoid rustling others' cash cows (i.e., unlawfully using others' intellectual property). Some valuable takeaways will include your understanding the difference between the intellectual property types; ensuring your ownership from the outset (employees vs. contractors); proper usage of trademarks; avoidance of "public domain" land mines; and compliance with lucrative licensing o

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#### Featured Guest



#### Russ Riddle

Having practiced marriage for 30 years, law for 22, fatherhood for 21, and braved adventures as juvenile probation officer, salesman and newspaper columnist

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