



# U.S. Customs and Border Protection



In recognition of this year's *World Intellectual Property Day* theme, "**IP & SMEs: Taking your ideas to market**," U.S. Customs and Border Protection (CBP), Office of Trade, is pleased to announce the following complimentary webinar:

## Your IP Matters! How to Protect Your Ingenuity and Creativity from Infringing Imports

**April 26th, 2021**

1 – 2:30 p.m. (Eastern time)

**Register Today**

by clicking here for the registration link

Small businesses represent 99.9% of all U.S. businesses and employ 47.1% of the U.S. workforce. Small and mid-sized enterprises ("SMEs") are the lifeblood of the U.S. economy, driving business development, economic vitality, and human progress. Many of our SMEs, including start-ups, entrepreneurs, independent creators, and inventors, have developed a brand and taken it to market – creating a product or service that directly benefits consumers, improving and enriching their lives. These ideas often form the basis of enforceable intellectual property rights. When these rights are exploited, everyone loses.

### This webinar will help you understand how CBP can help you protect your trademarks and copyrights

The CBP Office of Trade is not only tasked with facilitating legitimate trade, but also enforcing the law, safeguarding the American economy, ensuring consumer safety, and creating a level playing field for American businesses -- especially our SMEs! CBP has broad authority to protect federally registered trademarks and copyrights at the border by preventing the entry of infringing imports into U.S. commerce, provided these IP rights are recorded through the e-Recordation program (visit <https://iprr.cbp.gov/> for more information). CBP enforces all recordations, no matter how large or how small the enterprise of the IP owner.

There are many advantages and benefits for SMEs that choose to protect their IP with CBP, and the Office of Trade is here to help! Tune in to the webinar to hear from IP law and policy experts about CBP programs available to IP owners. Topics include the following:

- *How to record your trademarks and copyrights*
- *How to educate CBP on your products*
- *How to give in-person trainings on your product at the ports*
- *How to report violations*

The webinar will also include four rounds of 15-minute break-out rooms for a deeper dive and Q&A on:

- *Navigating the IPRR trademark and copyright recordation application*
- *Obtaining gray market and Lever-rule protection*
- *Legal aspects of CBP's border enforcement regime*
- *Compiling a useful Product Identification Manual*
- *Best practices for conducting right holder webinars*
- *Best practices in submitting e-Allegations*
- *Working with the e-Commerce and Small Business Branch*
- *Best practices in responding to CBP's requests for authentication of suspect shipments*

This webinar is the first in a series of **The Year of the SME**, in support and recognition of small and medium enterprises. **Up next:** Stay tuned for information on the next **Year of the SME** program slated for June, which will feature experts from the United States Patent and Trademark Office.