



American Society for Quality ([www.asq.org](http://www.asq.org)) – Washington DC and Maryland Metro, Section 509 ([www.asq509.org](http://www.asq509.org))

Biomed/Biotech Special Interest Group (SIG) Meeting  
(<http://www.asq509.org/ht/d/sp/i/31557/pid/31557>)

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## “Trademark Protection”

To be presented by

**Lynne Beresford, Esq**  
([lynne.beresford@hotmail.com](mailto:lynne.beresford@hotmail.com))

**Commissioner for Trademarks (retired)**  
**US Patent and Trademark Office (PTO)**

**Thursday, December 12, 2013**

6:00 – 6:20 PM – Networking; Pizza/drink

6:20 – 8:45 PM – Program

8:45 – 9:00 PM – Door-prizes drawing; Networking

**Online Registration site:** <http://www.asq509.org/ht/d/DoSurvey/i/35817>  
**Open to Public –**

**\$5:** non-ASQ members to cover pizza/drink cost;

**Free:** ASQ members, MJ-DC members, CAPA-DC members, CCACC volunteers/employees, veterans, senior citizens, teachers, students, interns, residents, postdocs, FDA Commissioner’s Fellows, and current job-seekers

**Location:** Kelly’s Deli Conference Center, 7519 Standish Place, Rockville (Derwood, for GPS users), MD 20855

**Registration Deadline:** Please register by Thursday noon, December 12, 2013.

**Question:** Please contact Dr. C.J. George Chang, Chair of Biomed/Biotech SIG, ASQ509; [gchang2008@yahoo.com](mailto:gchang2008@yahoo.com) or 240-793-8425 (cell).

**Driving directions: By Cars:** From I-270 (N or S bound): Take Exit 9A and exit from the FIRST right exit; turn left (east) onto Shady Grove Dr.; turn right (south) onto Rockville Pike (**Route 355**); turn left (east) onto East Gude Dr.; turn left (north) immediately onto Crabb’s Branch Dr.; turn left (west) immediately onto Standish Place. The first building on your right side is 7519 Standish Place; open parking). The venue is on the first floor with its entrance opposite to the left side of building main entrance. **By Metro trains:** Off from Red Line **Shady Grove Station**, and take RideOn **Route 59 TOWARD ROCKVILLE** and get off from “**Calhoun Place**” stop. Standish Place is next to the Bus stop. Our venue is within 2 min of walking distance from the stop.

## Summary:

What is often the most valuable asset of a business? What thing do we see more than 1500 times a day? Answer: trademarks. They are ubiquitous. A business's trademark is its fingerprint and its calling card.

Choosing the right trademark and then protecting it can often mean success or failure for a business. How do we choose a trademark? How do we protect it in the United States? What if we want to export? How do we protect our valuable mark abroad?

## Presenter's Bio: Lynne Beresford, Esq

Lynne joined the US Patent and Trademark Office (USPTO) in 1979 as a **service mark examining attorney**. She became the **president** of the attorney's union in 1982 and joined management in 1985 as a **Managing Attorney** in Law Office 7—which examined chemicals, paints, medical devices and gutta percha.

In 1990 she became the **Trademark Legal Administrator**, at that time, the top legal post in Trademarks. She left that post in 1995 and became the **head** of the Trademark section of the Office of Legislative and International Affairs. In that position, she represented the United States as a **technical advisor** in the negotiation of the Madrid Protocol regulations, in the negotiations for the first Trademark Law Treaty, and in the negotiations within the US government that led to the founding of Internet Corporation for Assigned Names and Numbers (ICANN). She was also a technical advisor in the US/EU wine negotiations (a really good gig).

In 2000, Lynne became the **Deputy Commissioner** for Legal Policy. After Commissioner Anne Chasser's departure from the USPTO she occupied simultaneously the positions of **Acting Assistant Commissioner** for Operations, **Assistant Commissioner** for Legal Policy, and Acting Commissioner for several months before being selected as the **Commissioner for Trademarks** in 2005.

As Commissioner, Lynne focused on improving quality and emphasizing outreach to trademark owners and the trademark bar. Under her leadership, the Trademark Organization established new quality and performance measures. She instituted a program in which various bar associations voluntarily reviewed and rated Office actions in order to determine what the Bar considered really good work. She retired in December 2010.

**This Biomed/Biotech SIG event is cosponsored by the Monte Jade Science and Technology Association of Greater Washington ([www.MonteJadeDC.org](http://www.MonteJadeDC.org)) and the Chinese American Professionals Association of Metropolitan Washington DC ([www.capadc.org](http://www.capadc.org)).**