# WITCON Delivered Lands at YETI in Austin, Texas

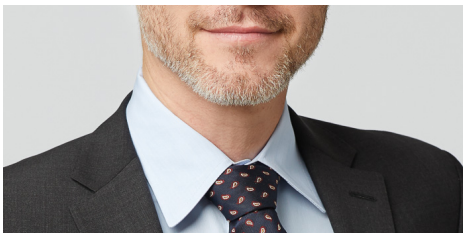
On Thursday, September 28, Banner Witcoff hosted the second WITCON Delivered at the YETI Corporate offices in Austin, Texas. Banner Witcoff attorneys Michael Krashin and Brad Van Pelt presented on cutting edge approaches to using design patents and protecting business goals.

The presentation titled, “Patent Strategies: Using Design Patents to Help Achieve Your Company’s Business Goals,” addressed the business considerations in obtaining design patents, strategies for success in developing an IP portfolio that includes design patents, and how design patents can be used effectively domestically and internationally to protect a business, including from competitors, imitators, and counterfeiters.

## Our Speakers

### Michael Krashin, Shareholder

Michael’s practice encompasses all areas of intellectual property law, including patents, trademarks, trade dress, copyrights, and trade secrets. He helps clients in litigation and other adversarial proceedings, including alternative



dispute resolution proceedings and Section 337 investigations at the U.S. International Trade Commission, and through counseling, opinions, and the procurement of intellectual property rights.

### Brad Van Pelt, Shareholder

Brad combines his extensive legal experience and background in engineering with the valuable insight of a former patent examiner to help clients creatively advance their patent applications and strategically develop their portfolios. He concentrates his practice on prosecution, counseling, and litigation in all areas of intellectual property.

WITCON
DELIVERED

If you have any questions about the event, please email us at event@bannerwitcoff.com

The next WITCON Delivered will be held November 16 in Charlotte, North Carolina. Email event@bannerwitcoff.com to join our mailing list, or subscribe by clicking here.

WITCON Delivered is intended exclusively for a corporate audience and clients of the firm, and attendance is by invitation only.