



UNITED STATES  
PATENT AND TRADEMARK OFFICE



**STEVE KOZIOL**

*USPTO West Coast  
Assistant Regional Director*

# INTELLECTUAL PROPERTY STRATEGY IS A BUSINESS STRATEGY

**Tickets here:**

[ucmsbdc.ecenterdirect.com/events](http://ucmsbdc.ecenterdirect.com/events)

**April 22nd**

**1:00–3:00PM**

**HotHouse**

Do you have questions about patents, trademarks, and other ways to protect your intellectual property? Come and meet U.S. Patent and Trademark Office (USPTO) Assistant Regional Director Stephen Koziol as he leads a discussion on intellectual property (IP) strategies and why entrepreneurs and small businesses should consider them.



**CAL POLY**  
Center for Innovation & Entrepreneurship  
Small Business Development Center

HotHouse  
872 Higuera Street  
[sbdc.calpoly.edu](http://sbdc.calpoly.edu)

*Presented by:*

