



### JANUARY LUNCHEON MEETING

Please join WIM and our featured guest,  
Elizabeth Kennedy, Director of Trademark and Licensing

USC Trademarks and Licensing Services manages the use of USC's identifying marks for both on-campus and off-campus licensed products and activities.

Come to the meeting and find out what it takes to help safeguard USC's image worldwide!

The USC's office of Trademarks & Licensing was established in 1976. The main goals of the office are to make sure that the University trademarks are promoted protected and raise revenue for the University. This is a difficult task since USC is a nationally know trademark. Royalties generated from merchandise bearing University trademarks fund scholarships and athletic programs for the university.

DATE: **Tuesday, January 20, 2009**  
TIME: 12:00 Noon  
PLACE: **Doheny Memorial Library, Room 240**  
COST: \$15.00 Members  
\$18.00 Non-Members and Guests  
(Checks in advance facilitate check-in)

#### **Reservation Deadline:**

Reservation and cancellation deadline is 12:00 p.m., Friday, January 16 2009

Online reservations - <http://www.uscwim.org/calendar.asp> \*NEW\*

or

Email **Ivonne Romo** at [iromo@fms.usc.edu](mailto:iromo@fms.usc.edu) . Also let us know if you require vegetarian plate.

| Checks sent in advance facilitate check-in; no refund for no-shows MC 8015.

WIM is responsible for each RSVP, so kindly bear in mind that NO-SHOWS WILL BE BILLED FOR THE MEAL.