

# Law Firm Intellectual Property: Protecting What's Yours

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Home Study Accredited through Dec. 31, 2026: 2 General Credits

## COURSE DESCRIPTION

In Session 19 of The Practical Lawyer CLE series, presenters Margaret Polson of Polson Intellectual Property Law and Adrienne Fischer of Basecamp Legal delve into the meaning of intellectual property and intellectual property ownership in the context of owning a solo or small law firm.

Attendees will learn what intellectual property produced by and for the firm gives rise to intellectual property ownership rights, including client work product, firm resources in various media forms, unique systems or methodology created for firm use, and law firm entity and practice identity materials. With respect to materials developed for the firm, attendees will learn which party engaged in production, whether law firm entity, firm owner, or creative employee or contractor, will be considered the rightful owner of intellectual property rights. Attendees will also receive guidance on ensuring that any arrangement for producing intellectual property will result in the person who wishes or is meant to receive or retain ownership rights will actually be considered the owner of that intellectual property.

Our speakers will conclude with an overview of the process and mechanics involved in protecting law firm intellectual property rights, the importance of timing to avoid loss of rights, and which intellectual property rights are a priority for law firm owners to preserve, as well as the economic considerations in pursuing protections based on determining the value of the intellectual property and the rights themselves, strategic likelihood of gaining protection, and the costs of prosecuting such protection.

## PRESENTERS:

Margaret Polson is the founder and principal attorney for Polson Intellectual Property Law. Margaret prepares and prosecutes utility and design patent applications, trademarks, and copyrights, and assists clients with licensing and intellectual property (IP) strategy and management. Margaret strives to help startups spend their limited IP budget wisely and has counseled hundreds of startups and individual inventors during her career. Margaret's personal practice focus is principally in design rights law and the protection of the

appearance of products. This includes design patents, trade dress, and design copyright. Her practice has involved drafting, prosecuting, and enforcing utility patents for diverse clients and she has obtained patents in a wide variety of technical areas, from drilling tools to computer controlled rock saws, complex amusement rides, and vegetable-based engine oil. Margaret has assisted multinational corporations protect their intellectual property worldwide, including through IP strategy, patent portfolio management, and enforcement. Over her years of practicing IP law, Margaret has obtained hundreds of design patents for clients on a diverse array of commercial products, including clients such as IFly Indoor Skydiving, Fitbit, and US Thrillrides.

Adrienne Fischer is a Denver-based corporate attorney with an undergraduate degree from New York University and a law degree from Southwestern Law School in Los Angeles. She practiced in Los Angeles, focusing on business and employment law, before founding Basecamp Legal after her move to Denver in 2016. Since then, Adrienne has successfully represented numerous small businesses, facilitated multi-million-dollar venture deals, and safeguarded her clients' brands. Curious about artificial intelligence, Adrienne is exploring new ways to integrate technology into business practices. As a passionate advocate for startups and emerging growth companies, she has become a recurring speaker at Denver Startup Week. Additionally, Adrienne mentors emerging entrepreneurs through programs such as Founded Outdoors and the REI Co-op's Path Ahead Ventures Embark Program. Adrienne is licensed in California, Colorado, and Idaho. She is committed to helping her clients reach their peak. She spends her free time skiing, hiking with her two dogs, and working on her book.

This presentation is Session 19 of The.Practical.Lawyer CLE practice management series specifically developed by Colorado W.O.L.F. (Women Owned Law Firms) for Colorado's solo and small law firm owners and attorneys and jointly offered to Colorado's SSF Community through a collaboration with CBA's Solo Small Firm Section.

Through the financial backing of the Solo Small Firm Section, access to both live webinar and recorded home study for this course is offered free to all members of the Solo Small Firm Section.