

Aftermarket, Not Afterthought: Patent Strategies for Protecting Aftermarket Parts

Fitch, Even, Tabin & Flannery LLP will present a free webinar, "Aftermarket, Not Afterthought: Patent Strategies for Protecting Aftermarket Parts," featuring Fitch Even attorneys Jonathan H. Urbanek and Jacqueline L. Thompson.

The webinar will take place on Thursday, October 29, 2020, at 9:00 am PDT / 10:00 am MDT / 11:00 am CDT / 12 noon EDT.

Aftermarket parts for a product such as a vehicle or large machine can provide an important revenue stream for the product manufacturer. Aftermarket parts sales are often highly profitable for the manufacturer, which invites will-fitters to sell their own aftermarket parts. These competing parts may not only negatively impact the manufacturer's sales, but may cause safety and warranty concerns due to potential quality issues.

This webinar will provide approaches for cost-effectively protecting aftermarket parts, including these tactics:

- Preparing, filing, and prosecuting patent applications to develop a strong portfolio focused on aftermarket parts
- Integrating business input into the patent life cycle
- Detecting and stopping will-fitters
- Creating non-patent challenges for will-fitters

CLE credit has been approved for California, Illinois, and Nebraska. Other states may also award CLE credit upon attendee request.

Following the live event, a recording of the webinar will be

available to view for one year at www.fitcheven.com.

Register for the webinar.