



# Chicago Section IFT the First Section



## April Meeting Recap – Joint Meeting with AACT

### ***Discovering Hidden IP Assets: Cost-Effective Ways to Identify and Develop Untapped Intellectual Property in Your Company***

By George M. Carrera, Jr., Registered Patent Agent (USPTO) at Amin Talati

It was a pleasure to see everyone at the Chicago Section IFT April meeting. We had a packed house of CSIFT professionals, students and professionals from the American Association of Candy Technologists (AACT). It was an honor to have George Carrera as our guest speaker for the dinner meeting at Waterford Banquets in Elmhurst, IL. Mr. Carrera provided us a wealth of knowledge on patents, trademarks, copyrights, trade secrets and licensing that are unique to the food and candy industry. With a background in chemistry George was a perfect fit to educate our audience on cost-effective ways to identify and develop untapped intellectual property in our own companies. I know all in attendance have a better feel for IP Assets with in their fields.

George showed us what rights inventors have and the importance on documenting and being the first to file a patent. He touched on sweeteners like stevia and monk fruit. He explained their differences and what companies had patents on the products. He educated us on patent and timing strategies, ways to license technology and being defensive in our approach against our competition. He demonstrated how a patent is truly an asset on to a balance sheet. We were brought up to speed on the update to the American Invents Act of 2011 (AIA) that took effect on 3/16/13. George shared ways to protect our product or brand with clinical studies and showed how to establish a strong and distinguishable branding presence (i.e. – product/ingredient branding). He also gave details on patent requirements for nutrition, dietary supplements and functional foods that were relevant to industries the IFT and AACT cover. To view his presentation, go to the members-only Knowledge Center.

A special thanks to everyone at Amin Talati!! Anyone interested in seeking their services can contact them at (312) 466-1033 or email at [info@amintalati.com](mailto:info@amintalati.com)

I look forward to seeing everyone at the prestigious Tanner Lecture in May!!

## May Event – Tanner Lecture

Topic: Translating Nutrition Science to Dietary Guidelines

Speaker: Dr. Connie Weaver - Distinguished Professor and head of the Department of Nutrition Science, Purdue University.

Date: 13-May-2013

Location: Northbrook Hilton

John Chambers

Program Committee Chair, and Chair Elect CSIFT

11-April-2013