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UNITED STATES PATENT AND TRADEMARK OFFICE



# 2024 Veterans Innovation and Entrepreneurship Program

Do you want to learn more about launching, growing, and protecting your business? Are you interested in learning about how trademarks, logos, and branding can help you on your journey?

Watch a recording of the 2024 Veterans Innovation and Entrepreneurship program. Open to all, this veteran focused program is great for anyone affiliated with the military. Don't miss this opportunity to hear from innovative veterans about their journeys towards successful entrepreneurship. You'll also learn about critical resources available to the military community, including training, mentoring, and how veterans and military spouses continued their service as innovators, entrepreneurs, and authors.

Watch the recording

## Agenda

| Topic | Speaker |
|---|---|
| **Introduction**<br>Program welcome and overview | Ed Carballo, U.S. Army Veteran; Innovation Outreach Specialist, National Programs, USPTO |
| **Fireside Chat and Panel Discussion**<br>Learn what every solo entrepreneur, startup, small business, and innovator should know about trademarks, logos, and branding. We'll discuss what trademarks are, the benefits of federal trademark registration, and the basics of the registration process. We'll also talk about why it's so important for any new business to select a trademark that is both federally registrable and legally protectable. | Kathi Vidal, Under Secretary of Commerce for Intellectual Property, Director, USPTO<br><br>LTC Robert Schaefer, Co-Founder & Master Distiller of Horse Soldier Bourbon<br><br>Misty Stustsman-Fox, Director, Syracuse University's D'Aniello Institute for Veterans and Military Families |
| **Federal Trademark Filing: Overview**<br>Learn the fundamentals of preparing your trademark application. | Christina Calloway, Attorney Advisor, Trademark Customer Outreach Attorney, USPTO<br><br>Jason Lott, Trademark Customer Outreach Attorney, USPTO |
| **Resources**<br>Explore the resources and tools available from the USPTO and learn about upcoming USPTO events. | Ed Carballo, U.S. Army Veteran; Innovation Outreach Specialist, National Programs, USPTO |

## Speaker biographies

Expand all | Collapse all

- Christina Calloway, Attorney Advisor, Trademark Customer Outreach Attorney, USPTO
- Ed Carballo, U.S. Army veteran; Innovation Outreach Specialist, National Programs, USPTO


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- Jason Lott, Managing Attorney for Trademarks Customer Outreach, USPTO
- Lieutenant Colonel Robert Schaefer, Co-Founder & Master Distiller of Horse Soldier Bourbon
- Misty Stutsman-Fox, Director, Syracuse University's D'Aniello Institute for Veterans and Military Families
- Kathi Vidal, Under Secretary of Commerce for Intellectual Property and Director of the USPTO

The 2024 Veterans Innovation and Entrepreneurship Program is presented by the Office of Innovation Outreach. For more information, please contact VeteransInnovation@uspto.gov.

The USPTO offers inspirational and educational events, open to all, that feature successful innovators from a wide variety of backgrounds. Come learn about intellectual property, innovation, and valuable resources available to independent inventors, small businesses, entrepreneurs, and underrepresented or underserved populations. Find out more at www.uspto.gov/innovationforall.

## Accessibility accommodation

If you are an individual with a disability and would like to request a reasonable accommodation, please submit your request to the contact information listed above.

**This event is part of a series: Advancing Equity, Veterans Innovation and Entrepreneurship**

## Event summary

October 1, 2024

1:00 p.m. ET - 4:00 p.m. ET

Add to Calendar

**Virtual Location**

Watch the program

## Other upcoming events

### Attend DOCX filing training

Mar 10, 2026

### The role of a USPTO patent examiner

Mar 10, 2026


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Alexandria, VA

## USPTO Hour: IT and innovation

Mar 11, 2026

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