



The **Federal Trade Commission's (FTC) Western Region** invites you to its event, ***Start-up Right: FTC's Basics for Small Business***, a seminar for small businesses and Silicon Valley start-ups on December 7, 2017.

Listen to FTC staff attorneys explain consumer protection laws and regulations and learn how you can apply this guidance in your business. Topics will include:

- Advertising principles and business guidance
- Endorsements and social media issues
- How to avoid scams that target small businesses
- Meeting your obligations to protect data and customer privacy

Start-up Right: FTC's Basics for Small Business will take place in the conference facilities of the USPTO office in San Jose, CA. This workshop is free and open to the public.

Date: Thursday, December 7, 2017

Time: 9 am – 12 pm (PST)

Location:

Silicon Valley U.S. Patent & Trademark Office
26 S. 4th Street
San Jose, CA 95113

Please note that the Silicon Valley USPTO is a federal facility. Attendees are required to present a valid form of government-issued identification (driver license or passport) and may be subject to screening to gain access. For more information about the venue, visit the [Silicon Valley USPTO webpage](#).

RSVPs are not required.