

Location : Destination Crenshaw
5444 Crenshaw Blvd #100, Los Angeles, CA 90043

November 7th, 2024

Protect Your Story

Food, Culture, & IP SUMMIT

Speaker Packet

Prepared by

THE MICHELSON INSTITUTE FOR
INTELLECTUAL PROPERTY

in
partnership
with



Sponsored by:



Background

Food is one of the places where intellectual property can come alive.

The stories of immigrant populations who took recipes handed down through generations and turned their cuisine into a sauce, or an amazing meal can lead to **trade secrets, trademarks, and sometimes even patents.**

Los Angeles is home to some of the most diverse culinary communities in the US, and this is an opportunity to showcase IP in a local setting with real impact.

This is about bringing out the IP stories, that aren't only about patents, that make a difference.



Event Details

Our target audience includes small businesses, companies, and individuals involved in food equity and the food tech industry in the Los Angeles area. Entry is free, **but registration is required**. The level of participation has tier pricing, starting from \$15 per person.

Your voice matters, and there are still opportunities to be involved in our program. Please reach out to us by September 23rd, 2024.



Webinar and Panel Opportunity

Leading up to Protect Your Story: Food, Culture, and IP Summit in November, we are offering speaking and webinar opportunities for panelists.

- The webinars will allow corporate sponsors in the food industry to share their stories and support smaller companies.
- The panel will provide a platform for our corporate partners to share their journey and how they can empower smaller players in the space.

The corporate cost for participating in the webinar and securing a spot as a panelist is \$1,000. If you are interested in this opportunity, please get in touch by September 23rd.



Event Itinerary

**Subject to change*

11:00 AM Welcome and Introduction

11:45 AM Panel: Evolution of the Food Industry: Food and Tech

- *This panel is hosted by the LA Food Policy Council*

12:45 PM Break

1:00 PM Panel: Storytelling through food: IP in Food and Culture

- *This panel seeks small LA-based entrepreneurs to share their journeys.*
- *There are 3 spots available.*

2:00 PM Lunch Break

3:00 PM Panel: Protecting your Stories- IP Enforcement

- *This panel is seeking IP Attorneys who work with Food Entrepreneurs*
- *There are 2 spots available*

4:00 PM Social Hour

Participants will have the chance to enter a raffle for a free 30-minute consultation with attorneys at the onsite law clinic during the event.

They can enjoy **interactive panels**, and **network during the social hour** to connect with others in the food ecosystem in Los Angeles.

Event Contacts

Michelson IP

Michelson IP is a non-profit initiative that provides access to Intellectual Property (IP) education. Our aim is to support budding inventors and entrepreneurs at every step of their journey. We partner with specialists to provide educational content that explains how to protect and share IP. Our ultimate goal is to empower individuals to make informed decisions about their intellectual property and close the IP education gap.

Los Angeles Food Policy Council

The Los Angeles Food Policy Council (LAFPC) works to ensure food is healthy, affordable, fair, and sustainable for all. We work to create a local food system free from hunger, rooted in equity and access, supportive of farmers and food workers, and guided by principles of environmental stewardship and regeneration. To accomplish our vision of Good Food for All, we catalyze, coordinate, and connect people across the LA region, including government, business and community groups working on food.

The Team



Chinwe Ohanele

Michelson Institute for Intellectual Property
Senior Program Manager
c.ohanele@20mm.org



Jocelyn Ramirez

Los Angeles Food Policy Council
Communications and Engagement Strategist
jocelyn@goodfoodla.org



Whitley Crawford

Michelson Institute for Intellectual Property
Senior Program Coordinator
w.crawford@20mm.org



Alba M. Velasquez

Los Angeles Food Policy Council
Executive Director
alba@goodfoodla.org