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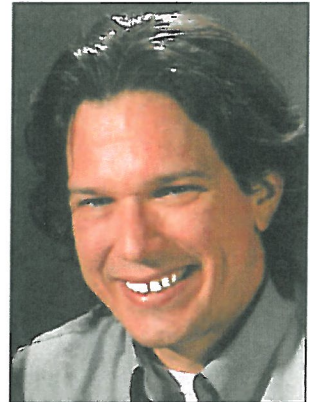


A strategic, senior-level conference for industry leaders

**Breakout
Session**

PROTECTING INTELLECTUAL PROPERTY ON A BUDGET: How One Small Company Battles IP Pirates Globally

ROB ENGEL, President, Angel Sales Inc.



Rob Engel

Wednesday, September 10 • 10:15 AM
Promenade C / Level 2

PRESENTATION OVERVIEW:

Unlike large organizations, small and growing organizations often do not have access to the same resources in developing an effective intellectual property protection strategy. In this session, Robert Engel will reveal his strategy to combat intellectual property piracy, which was highlighted in *The Wall Street Journal*.

The Angel Sales case study is a proven technique that can be instituted at any organization, large or small. Find out how to use on-line resources to protect your intellectual property and leverage marketing and sales functions in the process.

PROFESSIONAL PROFILE:

Robert Engel heads up Angel Sales Inc., an import export business founded in 1995. By the year 2000, Angel Sales Inc. was #73 on *Inc.* 500's Fastest Growing Companies in America and started developing their own patented consumer products. One specific product has been infringed upon by dozens of companies across Asia.

Engel's recent trip to Guangzhou, China was covered by CBS News and aired worldwide to document his "in the trenches" fight for intellectual property rights. A native Chicagoan, he runs the business with his wife Laura. They are raising three little North-siders to be lifelong dedicated Cubs fans.

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