

FOR IMMEDIATE RELEASE
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**NIEDS AND HICKMAN TO DELIVER VIRTUAL CLE, “COMPETITIVE ADVANTAGE:
UNDERSTANDING KEY INTELLECTUAL PROPERTY CONCEPTS THAT DRIVE BUSINESS”**

Fort Myers, Florida - Henderson, Franklin, Starnes & Holt, P.A., is pleased to announce that Intellectual Property Attorneys **Mark Niede**s and **Luca Hickman** will provide a complimentary virtual CLE for the Lee County Bar Association on Thursday, November 12, 2020, entitled “**Competitive Advantage: Understanding Key Intellectual Property Concepts that Drive Business.**” The session will educate and help non-intellectual property lawyers, paralegals, and business professionals understand concepts and protections available under intellectual property law with regard to copyrights, patents, trademarks, and trade secrets. The Florida Bar has approved the course for 1 General CLE credit, or 1.0 Certification Credits in Business Litigation or Intellectual Property Law.



Niedes is chair of Henderson Franklin’s Intellectual Property Practice Group. He concentrates his practice on domestic and international intellectual property and Internet matters, including trademarks, copyright, trade secret protection, franchising, privacy, and data protection. Niede works with clients to develop comprehensive intellectual property and trade secret protection strategies, and represents clients in litigation when those rights must be enforced. Niede also assists with new product launches, corporate rebranding projects, acquisitions, licensing, and data security matters.

Niede is a sought-after speaker, blogger on the “Southwest Florida Business and IP Blog,” and member of the International Trademark Association. He has been honored as a “Top Lawyer” by Naples Illustrated Magazine (2018-2020). Niede received his undergraduate degrees from Miami University and the Illinois Institute of Technology, and his J.D. from the Chicago-Kent College of Law.



Hickman is a Registered Patent Attorney. He has experience working on high profile business and contractual matters, including multi-million dollar mergers and acquisitions involving publicly traded companies and celebrities. He assists clients with creation and management of intellectual property portfolios, brand licensing and anti-infringement matters – including extensive anti-counterfeiting work, and creating and overseeing global trademark portfolios. With a background in engineering and law, Hickman understands the underlying technical and legal issues to assist engineers and architects in design defect and professional liability matters.

Hickman serves on the Catholic Charities Diocese of Venice Board of Directors, is President and a Director of Fresh Foundation, Inc., and is a member of the Catholic Bar Association. He received his undergraduate degrees from the

Milwaukee School of Engineering (with high honors) and Lübeck University of Applied Sciences, and graduated valedictorian and first in his class from Ave Maria School of Law.

Henderson Franklin is one of the largest, locally-based law firms between Tampa and Miami with nearly 60 attorneys dedicated to providing a wide range of legal services in the areas of business and tax planning, estate planning, family law, business and civil litigation, eminent domain, intellectual property, workers' compensation, employment law, real estate, and land use and environmental law. Henderson Franklin operates offices in Fort Myers, Bonita Springs, and Naples. For more information on the IP Group or Henderson Franklin, please visit www.henlaw.com.