

About the French American Chamber of Commerce in Houston

Joana Videgain, Executive Director



Joana Videgain, is Executive Director of the French American Chamber of Commerce in Houston. The Chamber is a non-profit, non-governmental, 100% independent, member-driven organization, made by companies for companies. Its mission is to foster the French-American business community, support businesses in their settlement and development in Houston, and build bridges for US companies with France. The FACC Houston is a place to exchange, learn and network. An exciting array of events is coming up this month and a complete listing is available on the website.

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About the International Friends of the Kunsthistorisches Museum Vienna

The **Kunsthistorisches Museum Vienna** brings together one of the largest, most complex collections in the world, spanning over 5000 years. The collections reflect diverse global cultures and are housed in a palace of fine arts, which is an artwork in itself and in 2016 celebrates the 125th anniversary of its grand opening. The wide-ranging collections are the result of centuries of passionate collecting by a long succession of Habsburg family members and are open to all who wish to be inspired by and enhance their understanding of art.

The **International Friends of the Kunsthistorisches Museum Vienna (IFKHM)** is a dynamic group of patrons, collectors, and connoisseurs, joined by their love of the museum's extraordinary imperial collection and masterpieces of European art, with a desire to see them properly cared for and passed on to future generations.

International Friends
of the
Kunsthistorisches Museum Vienna

About the Painting on the Front Cover (Kunsthistorisches Museum Vienna)

The identity of the 16th century Venetian artist who painted this portrait of a young man with a stringed instrument (a *lira da braccio*) is unknown although likely from the circle of Palma il Vecchio (1480-1528). The painting, which entered the royal collection of the Habsburgs in 1730, depicts a musician caught in the act of tuning his instrument. "Through the resonance of the plucked strings he expresses a desire to find harmony with the viewer or his beloved," writes Dr. Francesca del Torre Scheuch, a curator of the Picture Gallery at the Kunsthistorisches Museum, in the book entitled *Art and Music in Venice* (edited by Hilliard T. Goldfarb and published by Yale University Press in 2013).

www.khm.at

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*Striking the Right Chord when Protecting
Intellectual Property*
Bruce Patterson (Patterson & Sheridan, LLP)

December 6, 2016
Artisans Restaurant
Houston

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING



*The Art of
Business*

About Today's Presentation

Imagine getting a phone call that U.S. Customs has just seized 1,200 knock-offs of your product, designed to sell for one-tenth of the price of the genuine article. Such are the challenges for many an iconic U.S. brand that finds itself up against ever more creative and illusive foes seeking to appropriate cultural heritage and steal what companies have spent fortunes developing. Bruce Patterson got such a call and helped Taylor Guitar in its crusade to protect its valuable intellectual property and the ability of musicians to express themselves while playing the real thing. In today's presentation, Bruce will describe not only this case involving a well-known and beloved American product, but how Patterson & Sheridan, LLP helps businesses to identify hidden gems of intellectual property and take steps to thwart infringers. He will also discuss a cutting-edge technology capable of tracing the DNA of objects back to its origins, making it easier to spot counterfeit items and track down traffickers.

Today's Presenter – Bruce Patterson



Bruce Patterson is a partner in the intellectual property law firm of Patterson & Sheridan, LLP, which celebrates the twentieth anniversary of its founding in 2016. Bruce serves as head of the firm's trademark section and has deep expertise in consumer products, hand tools, and oilfield services. Bruce is often asked to consult in the early stages of developing or assessing an intellectual property strategy, as he is known for his ability to analyze the strategy from all angles without any blind spots or preconceived opinions. In addition to a law degree from South Texas College of Law, Bruce earned B.S. and M.S. degrees in Industrial Technology from Texas A&M University. Since learning to play acoustic guitar in his youth, Bruce's passion remains music, including performing at venues around Houston on instruments such as those made by Taylor.

Patterson & Sheridan, LLP is a member of InterServe, Inc. a nonprofit dedicated to opening the doors to global commerce.

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Next Time

Next quarter's *Art of Business* luncheon will be on March 3, 2017, coinciding with the inaugural visit of *France Pavilion* to Texas. Our speaker will be Sebastien Laboureau, International Art Advisor - Curator of France Pavilion who is an engineer and former investment banker. For more information about France Pavilion and plans for Houston, visit www.francepavilion.com.

About *The Art of Business*

The Art of Business is a luncheon series featuring business people presenting a topic of interest highlighting how commercial enterprise spurred and funded artistic endeavors. Emphasis is on the history of Europe from Ancient Greece to the mid-20th century with topics showcasing the intersection of culture and commerce, such as --

- Looted, lost, and stolen art and legal steps to get it back
- Double-entry bookkeeping and its importance for the luxury goods market across Renaissance Europe
- International banking and credit facilities from the Knights Templar to the Bruges-Florence axis
- Works of art as valuable intangible property and protecting them from counterfeiters
- Commissioning new operas and attracting the businesses who sponsor them

Have an idea for a presentation?

Contact Meril Markley at 713.350.6109 or Meril.Markley@rsmus.com

About RSM (Tom Rourick, Office Managing Partner, Houston)



RSM is a leading provider of audit, tax and consulting services in Houston. We guide our clients through today's complex business environment by understanding their needs and bringing together the right teams to address them. We are a world leader in providing audit, tax, and consulting services to middle market enterprises. Our motivation is to help them think ahead and prepare for the future of their business as they grow and expand domestically and abroad. At RSM, we build strong relationships based on deep understanding of what matters most to our clients.

With more than 9,000 professionals in more than 86 U.S. cities and access to more than 38,300 people in over 120 countries through our membership in RSM International, we can meet your needs wherever in the world you do business.

For over 50 years, RSM has been taking the middle market to the global market.