

Stu Clark Webinar Series: IP Strategy for Founders

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Course Name: IP Strategy for Founders

Date: Friday, March 27, 2026

Location: Online Webinar

Time: 11:30 a.m. to 12:30 p.m. CT (1 hour)

Presenter(s): M. Ingrid Ruiz



Description

TDS lawyer **M. Ingrid Ruiz** will present the **Stu Clark Centre for Entrepreneurship - University of Manitoba** Stu Clark Webinar Series session on **IP Strategy for Founders**, taking participants deeper into the strategies they need to safeguard innovations and ideas.

This session covers **intellectual property**, covering practical use of patents, trademarks, copyright, and trade secrets, with real-world examples and answers to the questions early-stage founders often don't know to ask until it's too late.

Learn how to:

- Strategically use IP tools to create a defensible advantage
- Avoid common IP traps that can slow growth or jeopardize deals
- Align your IP plan with your business model and fundraising strategy

Whether you attended last year or are new to the topic, this session will leave founders better prepared to build and protect what matters most.

More Information and Registration

More information and registration can be found on the Stu Clark Centre for Entrepreneurship website.

Webinar link:

<https://umanitoba.startuptree.co/event/s/i5jq3nFa7KJEVMij3vkLfu/IP-Strategy-for-Founders%253A-Protect-What-You-Build>

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