



Save the Date

Nov 10
Legal Eagles Night

Jan 11

March 1

May 3

July 12

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Join Us for "Legal Eagles Night" Wednesday November 10, 2010 (revised date)

The TWFG program committee will host a panel of legal experts to educate us about various legal issues. This will prove to be a very informative evening, making it an event not to be missed !



Carlyle on the Green at Bethpage State Park
TWFG presents a Holiday Gift Fair from 5pm—6pm
Get an Early Start on Your Holiday Shopping
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Make Your Mark...

The Importance of Trademark Protection

By Pina M. Campagna - Attorney at Carter, DeLuca, Farrell & Schmidt, LLP (CDFS) in Melville

When you are driving along the interstate and you see a sign with the yellow arches or the word "Starbucks", you know what is ahead. These are great examples of trademarks that have immediate brand recognition. The symbol alone communicates exactly the goods and services to expect.

By definition a trademark or service mark is any word, name, logo, symbol, slogan, package design, and/or device that identifies and distinguishes the source of the goods or services.

Your company or business whether large or small makes significant investments to develop and promote what sets you apart from the rest. Trademarks are among the most valuable assets of a business. It is imperative that it is protected.

Examples of unique products that when invented were not protected such as "Escalator", "Thermos" and "Aspirin" became generic names that can be replicated by anyone.

Trademarks can be registered with the U.S. Patent and Trademark Office which provide the rights that extend nationally. Here is a link to the government website to learn more about it. www.uspto.gov.

On the internet there are companies that promise to do the registering for you for a "small fee", beware so many of these are scams. You should consult your attorney or an intellectual property attorney for good advice.

Soup de Jour

By "Magnolia"

"The Medicine of Life is to Have True Faithful Friends"

Welcome again, to a true story of Bonnie and her family. The illnesses & traumatic events which have occurred to her in the past few years would be devastating for most of us. This is again, why I believe so strongly that girlfriends are the best!

Bonnie is a very fortunate woman – financially stable enjoying life with her husband, Jack, children, friends, beautiful home & traveling. Bonnie is giving, loving & supportive to all. Bennie's "soup du jour" began when her husband retired 3 years ago. Her only son, Michael, had laser surgery on his eyes and contracted Mercer. Mercer is a type of staff infection. I remember all of us being together at Jack's retirement party as Bonnie, Michael, & Jack walked in – Michael on his mom's arm wearing dark glasses – you see – the Mercer caused him to be blind and he had to have corneal transplants.

During this ordeal, Bonnie was told her sister was diagnosed with cancer, needing surgery and afterwards chemotherapy. While her sister was undergoing chemo, her mother was also diagnosed with cancer also needing chemotherapy.

This was supposed to be "Bonnie & Jack's time" at 56 enjoying her husband's retirement; her son's pending wedding and her daughter's graduation from college. Throughout this time there were many days that her joy and happiness turned into tears of sadness at the thought of losing her mother & sister.

The girlfriends – two groups - neighborhood & "traveling buddies" planned phone chains to ease the burden of repeating medical, surgical & chemo reports to the many people who care about Bonnie's family. Girls' only weekend trips were planned to the beach or just at one of our homes. We sent "just because" cards to let her know we care and hopefully make her smile. As her husband Jack is so very considerate & loving to his wife, Bonnie, and family. We are his "girlfriends" too. [Cont'd Page 4](#)

The Women's Financial Group is a professional organization of women who seek to expand their personal and professional capabilities and support the development of others.

TWFG 3rd Annual Golf Outing ...

On Thursday September 16th we had the 3rd Annual Golf Outing at Glen Cove Golf Course.

It was a great afternoon for golf. The staff met each one of us to take our bags and escort us to the carts. Everyone was so gracious and accommodating from beginning to end.



The Glen Cove Golf Course is a beautiful 18 hole course located Lattintown, Glen Cove. The second hole has the fabulous view of the Long Island Sound. We played a scramble or modified best ball.

Soundview restaurant was fantastic. We had cheese, plenty of appetizers and an excellent dinner. We have found a great place to play Golf and eat well. Setting up the foursomes based on skill worked out great. We kept a good pace and played in just over 2 hours.

This has been a great golf season, especially for our first official year. It is amazing how we all improved our game from last year. Thank you to everyone on the golf committee for their help and support, especially Beth, Kathleen, Nancy, Jean, Wendy, and Pam.



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New Member—Spotlight Pina Campagna

Pina tells us, “ I became a member of TWFG to meet other professional women and learn from their experiences with advancement of their careers and creating a balance between work life and home life. In addition, I look forward to helping other women in any way I can whether it is to put them in touch with the right connections or give them my experience on things as well. I am very much interested in networking with other women professionals, as I feel that it fosters the kind of collegiality that we should all enjoy.

Pina M. Campagna is a patent attorney at Carter, DeLuca, Farrell & Schmidt, LLP (CDFS) in Melville. CDFS is a property law firm, focused on patent, trademark and copyright law. The firm has 40 attorneys with technical degrees in virtually all areas of technology. Pina’s practice includes trademark, copyright, U.S. and foreign patent application preparation and prosecution.

Prior to joining Carter, DeLuca, Farrell & Schmidt, Pina was a patent consultant for Estee Lauder. She earned a bachelor’s degree in biochemistry from Hofstra University and a juris doctor from Albany Law School. Pina is a member of the International Trademark Association (INTA); American Intellectual Property Association (AIPLA) Chemical Practice, Trademark Law, and Patent Law Committees.

Welcome New Members

Pina Campagna
Valerie Jacques
Virginia Harnisch

Anniversaries

4 years

Gail Fialkov

3 Years

Lissa Mattson
Suzanne Breinlinger
Paula Zonin-Silverman
Rosemarie Rowley

1 Year

Debra Bushman
Jennifer Cona
Janet Fella
Beth Jantzen
Ellen Meyerson
Gina Pless
Donna Schecker
Kathleen Suker
Michele Valenti
Helene Zakow

Valuable Ideas Deserve Invaluable Protection.

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Your expertise creates new ideas, inventions and processes. Our expertise assures that your innovations get the protection they deserve. Let our team of experienced professionals safeguard your intellectual property assets. Put us to work for you and your ideas today.

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- Managing & Licensing of Intellectual Property Assets
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Soup de Jour cont'd

By "Magnolia" Today, the cancer has returned to her sister but may be treatable with another surgery. Her mother's is metastasizing – just bought my girlfriend a "just because" card today.



Mother's Day 2009 Michael was married to Lauren – with his sight returned 100% !

The good news is her son Michael has his sight because a young woman donated her eyes upon her death. It made me become a donor.

Pray for Bonnie to have continued strength & stamina – she is a remarkable woman and will always have her girlfriends' love & respect....

"The way you get to know yourself is by the expressions on other people's faces".

Recent Update: Bonnie's Mom passed away and her sister's cancer metastasized, so sad. Through it all both sisters remain strong, positive & determined.

"Tidbits Corner"

By "Magnolia"

- Boiling water in a microwave uses 60% less energy
- You don't need organic for thick skinned fruits/vegetables like avocados, onions, & bananas. Store brand organics are less expensive.
- Keeping 1-inch open space on each side of the interior of the freezer improves air exchange and lowers energy consumption.
- Sell your books for cash at "cashforbooks.net" or "sellbackyourbook.com" by typing in the IBAN #.
- Out of Drano? Mix baking soda & white vinegar to unclog the drains. Also cleans silver & jewelry.
- Mix fresh lemon juice, pulp from lemon and sugar for a great scrub for your skin – and cheap !!!

The Family Health Care Decisions Act: Do You Still Need a Health Care Proxy?

By Jennifer B. Cona, Esq.

**Genser Dubow Genser & Cona LLP
Elder Law and Estate Planning Counselors**

The Family Health Care Decisions Act (FHCDA), signed into law by Governor Patterson with an effective date of June 1, 2010, is a new public health law which governs health care decisions for individuals who lack capacity to make their own decisions and who have not appointed a health care agent to act on their behalf. The new law will fill this decision-making gap but may have unintended consequences for some families.

The FHCDA establishes a decision-making process in which a surrogate is selected and authorized to make health care decisions for a patient who lacks capacity and who has not designated an agent in a Health Care Proxy. But first, an attending physician must determine that the patient lacks decision-making capacity and, depending on whether the patient is in a hospital or a nursing home, a second, independent determination of incapacity may be required.

This priority order may not work for many families. It is far preferable to have a properly executed Health Care Proxy in place so that the person you choose can make health care decisions on your behalf. With advance planning, you can keep these very important decisions in your own hands.

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