

February 2018 – Volume 27

Oh What a Time!

www.WeavingInTheSunshineState.com

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Patterns Available on my
Website or in my Etsy shop.



[Basket Weaving
Suppliers Map](#)



Please remember that when viewing the newsletter from your computer, that clicking on anything shown in blue will link you directly to the correct website referenced.

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Oh my goodness and oh by golly. I am in total awe of the amazing baskets and weaving projects that were created at the 2nd annual Weaving in the Sunshine State basket weaving retreat! Pictures of the creations simply don't do them justice.

I can't express my gratitude enough to the teachers who led the classes and shared their expertise in weaving with all the eager-to-learn students. Kudos to the Teacher Review Committee for selecting such a wonderful group of ladies and the varied weaving options to choose classes from.

If you were there ... thank you! Your support through attending the weaving retreat is an encouragement to continue the now annual event. I hope I got a chance to meet you. I do have to say, I feel like the three days flew by in a blur and I didn't have the opportunity to visit with as many as I would have liked.

If you weren't there ... well, all I can say is "I'm sorry". You missed a great time! The dates for 2019 have been set and the venue has been reserved. Save the dates for February 5-7, 2019 and make plans now to join us for the 3rd Weaving in the Sunshine State. We will be back at the same venue again next year.

And please note ... there has been a slight bit of confusion and concern that this event overlaps with the annual Georgia Basketry Convention which is traditionally the first weekend of February (which in 2019 would be February 1-3, **but I have no authority and cannot confirm those dates**). The dates for our retreat are mid-week and will be from Tuesday morning (the 5th) until late-afternoon on Thursday (the 7th). From the feedback I've heard from **BOTH** teachers and students, this is ideal since they could easily go from Georgia to Florida and teach/attend **BOTH** events should they choose to. Please help spread the word and allay the fears that one must choose one or the other. It's essentially much like this year ... the Basket Weaving Cruise immediately followed our retreat and many simply transitioned on Thursday afternoon and Friday morning to embark on their next adventure.

Next orders of business ... a website re-vamping and a call to teachers to apply for the 2019 positions. Exciting things to come!

Did you know that you can access back issues of "The Reed Reader"? If you'd like to read any of the newsletters you missed or share back issues with a friend, just click here ...

www.BrightExpectationsBaskets.com/Newsletter

"AUBREY" – Twill Table Basket with Step Back Lashing



I have to admit ... the design for "Aubrey" was a bit of an accident. The lashing method was created when I was actually trying to duplicate another technique I had seen on Pinterest. And then when I realized that I liked my "mistake" even better than what I was trying to do, I stuck with it. And voila!



To purchase this PATTERN, please click below.
["AUBREY"](#)

I can't say for certain that it's an "original", but to the best of my knowledge, it is. While I've seen others that are close in nature, they are also different. And the execution of achieving it is actually quite simple ... and all done in a single time around the rim.

There's also a glimpse inside the large table basket at the beautiful segmented base of cherry and walnut hardwoods. I'm fortunate enough to have these made for me locally. I love the special touch that his quality of workmanship adds. The pattern for "Aubrey" is available on my website as well as my online Etsy shop.

Just a Peek at the Retreat!





The Legalities of Ecommerce

You are making baskets and you need to sell some as your home, workspace, and friends/family are overloaded with your wonderful creations. Websites can be created almost instantly with the help of various domain providers (another article for another month). You decide to jump in with both feet, create a website, and just sit back and wait for the orders to roll right on in. I mean obviously ... your creations are *spectacular* and who wouldn't want them, right? It's not always that easy and there's much work to do.

For the next couple of months, I'll be discussing ecommerce, domains, and then end up with social media and promoting. This series of discussions is just that ... a discussion and my comments are meant to be a guideline for discussion only. Each and every comment I make is meant for informational purposes only ... and **DO NOT** constitute legal advice. In any way. Nada. Got that? I suggest you consult independent legal counsel for information specific to your state, country, and/or circumstance. I am in NO WAY liable to you in any way for your reliance on the comments made in decisions you make for your own journey.

TRADEMARK

I'm going to begin this series of discussions with trademarks. A trademark by definition is a symbol, word, or words legally registered or established to use as a representation of a company or product such as a logo, brand, emblem, mark, stamp, crest, or monogram. A trademark is different than a copyright. (For an article on Copyrighting refer to the [September 2016 issue of The Reed Reader](#).) A copyright is the exclusive legal right given to an originator (or their assignee) to print or publish (and other forms that don't typically apply to our situation) material and/or authorize others to do the same – such as basket patterns.

A trademark protects **your brand** which carries with it your reputation. You can spend a long time creating your brand by forging relationships, providing a quality product, and marketing it through various sources including social media. A trademark protects your rights as the creator of it. It can differentiate you from your competitors or other like products or businesses.

The United States Patent and Trademark Office (USPTO) is the governing body for registering (and enforcing) your rights as a trademark holder. Two things to note here. In the U.S., you have two options for registering your trademark – at the state level or at the federal level. If you only do business within your own state, a state level issued trademark would cover you. A federally registered trademark will protect you across the U.S., but you may be asked to prove that you do business with other states (or internationally).

You are not legally *required* to register your trademark but there are lots of good reasons to do so. A federally registered trademark gives you the exclusive right to use it in your home state or in any part of the U.S. If someone uses your trademark or “infringes” on it, a registered trademark makes it much easier to take legal action against the offending party. Should you find yourself in a legal battle over an un-registered trademark, you may encounter excessive legal fees to just simply prove that it's your property. A registered trademark is a valuable asset that can be used to protect the business you've worked hard to create.

There are two trademark symbols - ™ and ®. If your trademark is not registered, place the ™ after your “mark”. You should show use on your website, emails, invoices, and packing slips. If a dispute arises, the first party to have used the mark with the ™ will most likely be successful.

A registered trademark uses the symbol ® after your mark providing the assumption that you OWN the mark. It will also when used legitimately, make litigation easier should a legal battle arise. It also indicates that the mark is licensed and cannot be sold.

TRADEMARK, cont.

The steps to register your trademark:

- 1) Ensure that your mark can be trademarked (and is not previously registered by someone else). When you have begun the process of registering your trademark, begin using the ™ symbol near your mark. This includes using it on your website, Facebook page, invoices, etc. This is the beginning of providing yourself protection of your mark.
- 2) Check the registry on www.uspto.gov/trademark by searching the Trademark Database available there.
- 3) Identify your mark and how you want it to be shown by the exact verbiage.
- 4) Using the guideline on the www.uspto.gov/trademark website, begin the registration process. Seek legal counsel if in doubt or if you need assistance. You may be required (and need to be prepared for) to provide drawings of your mark and be able to accurately state the product and/or services covered under it. Have patience! Registering your trademark may take up to six months to complete. While the process is not overly complicated, consider seeking legal advice.

But what *should* you trademark? Your own name? Your business name? An interesting story ... in 2005 Morgan Freeman (the famous actor) won the rights to use the domain name www.morganfreeman.com which was being illegally used by another company (a search engine provider). He applied for a trademark from the USPTO when he discovered that this company was using his name to divert internet searches to their website “in bad faith”. Eventually, the decision was handed down that his notoriety was sufficient to grant the assumption that the website name should/would belong to him.

The act of using another well-known name for your own website is called “cybersquatting”. I’m sure you have heard instances of someone having a website, forgetting to renew the domain name (another issue coming soon), and then the name being bought by another entity and held “hostage”. They then try to sell you back the name at a seriously inflated sum of money. I am specifically aware of this happening to several of my friends who have various businesses. It’s aggravating and can be very, very expensive – not just in re-obtaining the domain name for the website, but think also of the costs involved in re-printing business cards, invoices, etc. And there’s also the potential embarrassment of what type of entity is “cybersquatting”. There was one basketry related website that I know of that was assumed by a XXX rated pornography site. Now let that soak in for a minute. That’s a whole different type of “basket case”.

To protect **trademark owners** from those who attempt to “cybersquat”, Congress passed and President Clinton signed into law the Anti-Cybersquatting Consumer Protection Act in 1999. Under this act, a trademark owner can sue to collect damages AND recover a domain name from a person or entity who “in bad faith with an intent to profit” registered a domain name that is either identical *or similar* to a distinctive trademark.

A trademark owner thereby has a bit of an additional “insurance policy” against cybersquatters and in this day and age of technology, our website and social media are how we reach out and present ourselves to the world around us.

In light of my recent research on trademarks and their value, I will be proceeding with the filing of the documents with the USPTO to trademark my business name (Bright Expectations Baskets™), the annual weaving retreat (Weaving in the Sunshine State™), and my own name, (Becky Bechtel™).

If you are a hobbyist weaver, trademarking may be of little interest to you. But knowledge is a powerful thing. And even if this doesn’t apply to your weaving hobby, I’m betting you know someone who could benefit from the information. So I’m glad you persevered and read this article until its ending. I’ll be continuing the mini series on ecommerce in the next issue ... so stay tuned.

Sampling of Bright Expectations Basket Patterns

Clicking on any PICTURE will connect you to the pattern listing.

