

News Release

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Sheldon Baker to Speak at Council for Responsible Nutrition Meeting

(Fresno, CA) – September 16, 2010 – Sheldon Baker, co-founder and principal of Baker Dillon Group, specializing in nutraceutical and food industry brand marketing will speak at the Council for Responsible Nutrition (CRN) annual meeting on October 1, in Austin, Texas. Baker will be part of a panel session addressing the opportunities, challenges and benefits of obtaining intellectual property protection for branded dietary supplement ingredients and finished products after scientific studies have been completed.

Baker will focus his comments on the role of brand names delivering strategic impact and how the power of brand promotion in the marketplace is directly related to the legal protection of the trademark.

He will be joined on the panel by a patent attorney, Dr. Kenley Hoover of Washington, D.C. law firm Sterne, Kessler, Goldstein & Fox, and a member of the industry who has successfully utilized patents for market advantage and Anthony Almada, MSc, chief scientific officer and president of Imaginutrition, an innovation and science marketing think tank focusing on nutritional technologies, IP clinical research and validation located in Laguna Niguel, CA.

The three panel members will also discuss the strategies of utilizing proprietary scientific data, brand promotion and patents to distinguish products in the marketplace and why these scientific, marketing and legal efforts pay dividends with customers.

Baker Dillon Group is a Total Involvement Marketing™ award-winning firm specializing in product and corporate branding, advertising, public relations, publicity, promotion, graphic design, collateral materials, Web site development, corporate

events, and trade show promotion, as well as other elements to create successful corporate business strategies.

The agency meshes creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences.

To learn more about Baker Dillon Group visit the Web site at www.BakerDillon.com or contact Karena Dillon at 559.325.7191.

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