

Stevens Entrepreneurial Network Events

Office of Academic Entrepreneurship | Castle Point on Hudson | Phone: 201 216 8186 | Fax: 201 216 8185

Is imitation really a form of flattery?

Creating and Protecting a Brand

Featured Speaker – **Carter Weiss, Former CEO & Co-Founder Built NY**

Lessons learned about protecting ideas & products and the international manufacturing process while growing a business into an international brand from my apartment

Mr. Weiss co-founded Built NY, Inc. in mid 2003, and for six and a half years as CEO, grew Built into an internationally recognized consumer products brand. Carter has a well-rounded mix of venture-capital, direct-operating and corporate finance experience. He began his financial career at World Marketing Inc, a TWA holding company, where he held various accounting positions. Mr. Weiss then joined Cornerstone Resources, a venture capital firm, as an Associate, and CIS Corporation as a mergers-and-acquisitions analyst. He then spent several additional years in venture capital industry as a member of corporate VC fund Hollinger Capital.

Full Bio at: <http://www.linkedin.com/in/carterweiss>

For information on past events and video highlights visit the [website](#):

Thursday, November 4, 2010 4:30 - 6:15 P.M.

Babbio Center, Room 210

Stevens Institute of Technology

Castle Point on Hudson - Hoboken, NJ

[Lennie Nuara](#) (moderator), [Dan Feuerstein](#) and [Andrew Abramson](#) of Greenberg Traurig's New Jersey office will also be in attendance and available to answer your questions.

Please RSVP to sfurnbac@stevens.edu

Inspiring an academic entrepreneurship culture.



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