

IP Rights in Social Media - Best Practices To Navigate Through Current Issues

Tuesday, December 3, 2013 / 6:00 p.m. to 9:00 p.m.

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Program Chair

Claudia E. Ray
Kirkland & Ellis LLP



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DESCRIPTION

This program will address the protection and enforcement of copyright, trademark and other IP rights in the social media context. At this program, a panel of knowledgeable attorneys will examine how to navigate the defamation and privacy issues that can arise in connection with social media; IP rights in the context of mobile social media platforms and cross-border issues that may arise from social media's global reach.

Faculty

Melanie Bradley

Chief Oral Care
Trademark Counsel
Colgate - Palmolive Company

Jeffrey E. Jacobson

The Jacobson Firm PC

Randi W. Singer

Weil, Gotshal & Manges LLP

AGENDA

6:00 – 6:10 p.m.	Introductions
6:10 – 7:00 p.m.	Clearing Uses of Various IP in Social Media and Best Practices to Avoid Liability for Infringement, Defamation and Invasion of Privacy
7:00 – 7:50 p.m.	Tips on Policing and Enforcing Copyright, Trademark and Other IP Rights in the Social Media Context
7:50 – 8:05 p.m.	Break
8:05 – 8:55 p.m.	Discussion of Cross-Border Issues that May Arise from Social Media's Global Reach
8:55 – 9:00 p.m.	Q & A

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Michelle Schwartz-Clement, Director, City Bar Center for CLE
212-382-6606 | MSchwartz-Clement@nycbar.org

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