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An Advanced One-Day Seminar on

Social Media Law

New issues arising from fast-growing business models

November 10, 2010

Chicago, Illinois
The Gleacher Center

Credits: IL CLE 6.5 inc 1 pending ethics (call about others)
Quick when/where: 8:30 a.m., 450 North Cityfront Plaza Drive

Who Should Attend:

Attorneys, business executives, and technical professionals involved with designing and implementing social media programs for businesses and other organizations

Social Media Law Seminar

November 10, 2010 | Chicago, Illinois
The Gleacher Center

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10SOMEDIL WS



8:00 Registration and Continental Breakfast

8:30 Introduction and Overview
Darren S. Cahr, Esq., Program Co-Chair
 Drinker Biddle & Reath LLP ~ Chicago, IL
Keith W. Medansky, Esq., Program Co-Chair
 DLA Piper ~ Chicago, IL

8:45 From Email to Twitter: The History of Social Media from Sharing Information One-on-One to One-on-Many and the Rising Importance of Community Participation and Collaboration
 Energizing the marketing department: Implications of the coincident growth of data collection and aggregation technology; the evolving business relationships with customers and employees
Darren S. Cahr, Esq., Program Co-Chair

9:30 Evaluating the Risks of Corporate Entry into the Social Media World and Social Media Policies
 Looking out: Keeping tabs on the marketing department's use of social media to promote the company's products and services
Wendy K. Chan, Esq., Assistant General Counsel
 Nike, Inc. ~ Beaverton, OR
 Looking in: Keeping tabs on the human resources department's due diligence on potential hires; dealing with rogue employees engaged with blogs, Facebook, Twitter; e-discovery and records retention
Teresa J. Hutson, Esq., Employment Attorney
 Microsoft Corporation ~ Redmond, WA

10:30 Break

10:45 The Regulatory Regime for Social Media (Yes, There is One-or Rather Several)
 FTC authority, rules, and policy priorities including endorsement rules and marketing to children
John L. Hines, Jr., Esq.
 Reed Smith ~ Chicago, IL
 CARU, IAB and other regulatory and self-regulatory programs; compliance tips for initiatives and guidelines; behavioral advertising rules; potential traps for the unwary
William T. McGrath, Esq.
 Davis McGrath LLC ~ Chicago, IL

12:00 Lunch (on your own)

1:15 Content Liability Issues for Your Corporate Social Media Activities: Current Exposure and Changes in the Proposed Social Networking Safety Act
 Liability for user-generated content: Extent to which the DMCA and Section 230 limit potential liability; take down requests; child pornography issues
Ross M. Weisman, P.C., Esq.
 Kirkland & Ellis LLP ~ Chicago, IL

2:00 Dealing with Adverse Content and Activity on Other Sites: Tips for Protecting Your Company's Image and Reputation
 Responding to misuse of trademarks and copyright infringement: The interaction between IP law and social media
Michael R. Graif, Esq.
 Curtis, Mallet-Prevost, Colt & Mosle LLP ~ New York, NY

2:45 Break

3:00 Effective Use of Social Media: Anticipating Public Relations Issues to Maximize Benefits and Minimize Risk
 Practical and legal considerations on opening sites to reviews, rankings, blogs and social communities; risks of employee use of blogs and other media; developing policies; privacy and data security issues
Keith W. Medansky, Esq., Program Co-Chair
Scott W. Pink, Esq.
 DLA Piper ~ Sacramento, CA

4:00 Ethical Issues for Lawyers Using Social Media
 Can you gain information by friending a person at another company or an opposing party's witness? What if a friend subsequently becomes adverse or becomes a client? Other pitfalls
Michael E. Lackey, Jr., Esq.
 Mayer Brown LLP ~ Washington, DC

5:00 Evaluations and Adjourn



About the Seminar

LAW SEMINARS INTERNATIONAL

Advanced Seminars

offer busy practitioners intensive up-to-date information in a one-day program.

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Everyone now has the power to speak to millions. From Fortune 500 Companies to the mom and pop shop down the street, companies use social media to interact with their customers to increase their brand profile. Moreover, social media has also replaced the water cooler for employees to network, socialize and recruit new colleagues.

This hive of activity reaches into every aspect of the law, from copyright and trademarks to privacy, from employment law to FTC regulations. This cutting edge seminar will explore the evolution of digital social interaction and the unique legal issues that are evolving alongside each new social media trend.

In this program, we will take an inward and an outward looking approach. The inward approach will focus on what you need to do to minimize the risks from your own employees and others when they engage in social media as part of their own lives, and as part of their jobs. The presentation will include specific policies you need to have in place to make sure you are engaging in the best practices available, and understand the risks and the opportunities. The outward approach will address what you need to know to make sure your intentional, or even unintentional, social media marketing efforts comply with the existing regulatory frameworks, while protecting you against harm from your competitors. Completing the picture, we will consider the ethical implications of social network posts, including threats from their use in litigation.

Whether you are still trying to figure out what it means to tweet and have no idea of the existing landmines, or you have 1 million Facebook friends, this informative program is sure to offer something for you.

~ Program Co-Chairs: Darren S. Cahr, Esq. and Keith W. Medansky, Esq.



Darren S. Cahr, *Program Co-Chair*, partner at Drinker Biddle & Reath LLP, focuses on intellectual property counseling and litigation. He is listed in *Best Lawyers* and is a “Super Lawyer.”

Keith W. Medansky, *Program Co-Chair*, partner at DLA Piper, focuses on intellectual property, including a full range of transactional and litigation matters pertaining to trademarks, copyrights, software, anti-counterfeiting and technology. He is a “Leading Lawyer” and a “Super Lawyer.”

Wendy K. Chan, Assistant General Counsel at Nike, Inc., focuses on digital brand marketing, digital commerce and digital sport products including Nikeplus. She advises on social media issues including user generated content, infringement issues, and FTC regulatory and privacy related issues.

Michael R. Graif, partner at Curtis, Mallet-Prevost, Colt & Mosle LLP, focuses on licensing, technology transactions, patent and trademark portfolio management, and copyright matters. He is a “Super Lawyer.”

John L. Hines, Jr., partner at Reed Smith, focuses on intellectual property, internet law and software licensing (including open source). He counsels clients on technology and computer-driven liability, in matters involving unfair competition, copyright infringement, privacy and online speech and defamation (as well as matters involving the U.S. Communications Decency Act).

Teresa J. Hutson, Employment Attorney at Microsoft Corporation, advises management and human resources professionals regarding wage and hour compliance, discrimination and retaliation, leaves of absence, hiring, terminations and employee discipline, reductions-in-force, sexual and other forms of harassment and prevention, and investigations.

Michael E. Lackey, Jr., partner at Mayer Brown LLP, focuses on civil and criminal litigation and electronic discovery and is Co-Chair of the Electronic Discovery and Records Management Practice and Chair of the Automated Practice Support Group. He is listed in *Chambers*.

William T. McGrath, member at Davis McGrath LLC, focuses on copyright law, trademark and information technology law, publishing law, trade secret law, and software licensing. He is Past President of the Intellectual Property Law Association of Chicago, and has served as Chair of the Patent, Trademark & Copyright Committee of the Chicago Bar Association.

Scott W. Pink, special counsel at DLA Piper, focuses on intellectual property protection and litigation, advertising and promotional issues, gift cards, sweepstakes, contests and loyalty programs, trademark and copyright protection, commercial and technology transactions, e-commerce, social media and Internet law, and privacy and security issues. He is listed in *Best Lawyers*.

Ross M. Weisman, P.C., partner at Kirkland & Ellis LLP and Head of the Advertising, Marketing and Promotions Group, counsels clients in virtually all aspects of advertising and promotions law.



Registration & Other Seminar Information

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Tuition: Regular tuition for in person or webcast attendance for this program is \$895 with a group rate of \$795 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$695. For students and people in their job for less than a year, our rate is \$447.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

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your cancellation by 5:00 p.m. on Thursday, November 4, 2010. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location: The conference will be held at The Gleacher Center at 450 North Cityfront Plaza Drive in Chicago, IL 60611; (312) 464-8787. Check The Gleacher Center website, Area Attractions, for a list of area hotels at <http://www.gleachercenter.com>.

Continuing Education Credits:

This program qualifies for 6.5 IL CLE credits including 1 pending ethics credit. Upon request, we will apply for CLE credits in other states and other types of credits.

If You Cannot Attend: Our complete Homestudy Course, consisting of a DVD recording and the course materials (either a binder or searchable CD), is available for \$905. The course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or from the date we receive payment.



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You Will Learn About:

- The coincident growth of data collection and aggregation technology
- Evaluating the risks of corporate entry into the social media world
- The regulatory and self-regulatory regime for social media
- Content liability: Current exposure and the proposed Social Networking Safety Act
- Dealing with adverse content and activity on other sites
- Effective use of social media and anticipating public relations issues to maximize benefits and minimize risk
- Ethical issues for lawyers using social media

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Members of our distinguished faculties will present analyses of major decisions and other developments as soon as they happen in a one-hour telephone conference.

If you wish to receive announcements for telebriefings that affect you, please make sure we have your email address—send it to me, H. Kate Johnson, President:

kate@lawseminars.com

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Energy in the Northeast	September 27 & 28, 2010	Boston, MA
Utility Rate Case	October 4 & 5, 2010	Chicago, IL
Solar and Wind Energy Development in Arizona	October 7 & 8, 2010	Phoenix, AZ
Cloud Computing Services and Agreements	October 13, 2010	Chicago, IL
Spectrum and Wireless: National Broadband Plan Implementation	October 18 & 19, 2010	Washington, DC
Winery and Wine Distribution Law	October 21 & 22, 2010	Austin, TX

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