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- Zynga Game Network, Inc.

Our Second Annual Comprehensive Conference On

Social Media Law

Legal and liability issues, new regulatory initiatives and business models

If you cannot attend -Live Webcast Available- for this program

September 9 & 10, 2010

Seattle, Washington

Washington State Convention Center

Credits: WA 11.25 CLE inc 1 eth (call about others)
Quick when/where: 8:30 a.m., 800 Convention Place

Social Media Law Conference
 September 9 & 10, 2010 | Seattle, Washington
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8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Lisa T. Oratz, Esq., Program Co-Chair
Perkins Coie LLP ~ Seattle, WA

Neal M. Suggs, Esq., Program Co-Chair, Associate GC,
Interactive Entertainment Business
Microsoft Corporation ~ Redmond, WA

8:45 Special Opening Address: Social Media and Its
Accompanying Legal Issues in the Context of a Broader
Evolution in Human Communication

From landline telephones to multimedia cell phones: To what
extent are we reliving history and to what extent are social media
sites giving rise to unique legal issues?

John G. Palfrey, Jr., Esq.
Faculty Co-Director, Berkman Center
Harvard Law School ~ Cambridge, MA

9:30 Regulatory Initiatives for Social Media

Current FTC regulations and staying vigilant about compliance

Dave Horn, Esq., Assistant Regional Director
Federal Trade Commission ~ Seattle, WA

Regulatory and self-regulatory programs for social media adver-
tising; CARU, NAI, IAB and WOMMA Guidelines; the “i” for
Privacy Initiative, Clear Ad Notice principles, FTC Endorsement
Guidelines; behavioral advertising rules; traps for the unwary

Alan L. Friel, Esq.
Wildman, Harrold, Allen & Dixon LLP ~ Chicago, IL

10:30 Break

10:45 The Global Reach of Social Media: Assessing the Need
to Comply with Social Media Regulations Beyond Our
Borders

What are the legal implications of global socialization and what
resources are needed to address them? How do behaviors, culture,
and established governance move us forward and hold us back?

Jas Purewal, Esq.
Olswang LLP ~ Reading, UK

Beatrice Delmas-Linel, Esq.
De Gaulle Fleurance & Associates ~ Paris France

12:00 Lunch (on your own)

1:15 Expanding the Market for Sophisticated Social Media
Services: Status Report on Net Neutrality Policy and
Broadband Initiatives for Rural America

The FCC’s Broadband Plan, and where increased bandwidth is
likely to create new opportunities for social media applications
and services; the Second Circuit Comcast decision and FCC juris-
diction to require net neutrality under its administrative authority

David Baker, Esq., Managing Director
Sapronov & Butler Government Affairs ~ Atlanta, GA

1:45 Employment Law Issues in Social Media

What are the risks when your employees use social media and
how do you mitigate those risks? Can you fire employees for
what they Tweet? Dealing with wage and hour issues; using
social media in the hiring process; drafting effective social media
policies

Linda D. Walton, Esq.
Perkins Coie LLP ~ Seattle, WA

2:30 Privacy Law Issues in Social Media

Regulatory and case law update on recent developments for
location-based applications and social media sites

Francoise Gilbert, Esq., Managing Director
IT Law Group ~ Palo Alto, CA

3:15 Break

3:30 Convergence of Social Networking and Games: Legal
Issues and Business Challenges in Console and Social
Gaming

New technology and new user interfaces available to consumers,
data collection and privacy issues, age verification, Terms of
Service, fair play and community controls, monetizations models

Neal M. Suggs, Esq., Program Co-Chair, Moderator

Shelley E. McKinley, Esq.
Senior Attorney Entertainment and Devices Division
Microsoft Corporation ~ Redmond, WA

James Hsu, Esq., Sr. Corporate Council
Zynga Game Network, Inc. ~ San Francisco, CA

5:00 Continue the Exchange of Ideas: Reception for Faculty
and Attendees

Sponsored by Perkins Coie LLP



About the Conference

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This decade has given rise to the “social Internet.” The success of MySpace, Facebook, Twitter and other
social media companies has forever transformed the way we interact. Already one of the fastest evolving
business models, the legal issues affecting social media companies, as well as traditional companies that are
using social media for marketing and other purposes, are developing at an ever increasing pace.

This cutting edge conference will explore the evolution of digital social interaction and the unique legal issues
that are evolving simultaneously with each new business model. We will examine how social media is changing
the face of various business models (including those of law firms and legal practitioners), current regulatory
trends, content liability issues, privacy issues, employment law issues and policing user misconduct.

This informative program is sure to offer something for the experienced practitioner as well as those new to
the social media phenomenon.

Program Co-Chairs: Lisa T. Oratz, Esq. and Neal M. Suggs, Esq.



8:00 Continental Breakfast

8:30 Introduction and Overview

Lisa T. Oratz, Esq., Program Co-Chair

Neal M. Suggs, Esq., Program Co-Chair

8:45 Preventing Misconduct and Abuse on Social Media Sites: Company Enforcer Insights for Effectively Addressing Spamming, Phishing, Impersonation, Hacking, Criminal Activity, and Other Problematic Behavior

Lessons from the experiences of major online gaming: Avoiding site operator liability for user misconduct; how site terms can be used to bolster enforcement efforts; effectively protecting minors on social media sites

Theodore J. Angelis, Esq. K&L Gates LLP ~ Seattle, WA

Stephen Toulouse, Director Xbox LIVE, Policy and Enforcement Microsoft Corporation ~ Redmond, WA

10:15 Break

10:30 Content Liability Issues in Social Media: Current Exposure and Risk Minimization Strategies

Liability for user-generated content on your site; DMCA safe harbor and Section 230 immunity; liability for employee and contractor content on third party social media sites; dealing with adult content; responding to take down requests.

Lisa T. Oratz, Esq., Program Co-Chair

Kraig L. Marini Baker, Esq. Davis Wright Tremaine LLP ~ Seattle, WA

12:00 Lunch (on your own)

1:15 Trademark Protection in Social Media

How to effectively monitor and enforce your trademarks on social media sites; securing usernames and Twitter handles for your brands

Nancy Stephens, Esq. Foster Pepper & Shefelman PLLC ~ Seattle, WA

2:00 Opportunities and Ethical Dilemmas for Private Practitioners in Social Media

Use of social media marketing by attorneys; Avvo, LinkedIn, Facebook, Twitter, firm or personal blogs, and other options; endorsement and testimonials; case law trends from Central Huston (1980) to Alexander v. Cahill (2010) on attorney ad regulation

Joshua M. King, Esq., Vice President and General Counsel Avvo, Inc. ~ Seattle, WA

3:00 Evaluations and Adjourn

Upcoming Seminars:

Table with 3 columns: Seminar Title, Date, Location. Includes rows for Licensing Transactions, National Broadband Plan Implementation, Wireless Telecommunications, Technology Law, and Best Practices in Patent Monetization.

See more at www.lawseminars.com



Registration & Other Conference Information

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Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$1245 with a group rate of \$1095 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$945. For students and people in their job for less than a year, our rate is \$622.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee,

if we receive your cancellation by 5:00 p.m. on Friday, September 3, 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 Washington State Convention Center at 800 Convention Place in Seattle, WA 98101, (206) 694-5000. Check the Washington State Convention Center website for a list of area hotels at http://www.seattlesports.org/uploads/downtown.pdf

Continuing Education Credits:

This program qualifies for 11.25 WA CLE including 1 ethics credits. 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 \$1255. 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.

Faculty: Social Media Law Conference

Lisa T. Oratz, *Program Co-Chair*, counsel Perkins Coie LLP, focuses on technology, intellectual property and entertainment law. She counsels companies on Internet and new media issues, including content liability, privacy, intellectual property rights, site documents, social media policies, licensing, distribution, marketing and other agreements.

Neal M. Suggs, *Program Co-Chair*, Associate General Counsel for Microsoft's Interactive Entertainment Business (IEB), directs the legal support for the Xbox 360 console, the Xbox LIVE platform, Microsoft Game Studios, Global Publishing for Xbox and Games for Windows, Xbox worldwide marketing, and helps to lead IEB's Citizenship and Government Affairs efforts and Microsoft Legal and Corporate Affairs diversity efforts.

John G. Palfrey, Jr., *Special Opening Address*, is Faculty Co-Director of the Berkman Center for Internet & Society at Harvard Law School. His research and teaching focus on Internet law, intellectual property, and international law. He is co-author of *Born Digital: Understanding the First Generation of Digital Natives and Access Denied: The Practice and Politics of Global Internet Filtering*. Previously, he practiced intellectual property and corporate law at Ropes & Gray LLP.

Theodore J. Angelis, partner, K&L Gates LLP, focuses on cyber and technology law and intellectual property litigation. He counsels clients on a variety of cyberlaw issues, including illegal spam, spyware, digital trespass, and privacy for digital communications. He has also worked with federal, state, and international government agencies on addressing Internet misconduct.

David Baker, Managing Director, Saponov & Butler Government Affairs, was a Vice President at EarthLink where he led government and regulatory affairs. He is also a former Chairman of the Georgia Public Service Commission and has testified before Congress on telecommunications law, spam, spyware, file sharing, copyrights, industry mergers and data retention.

Beatrice Delmas-Linel, partner, De Gaulle Fleurance & Associates, a French law firm in Paris, focuses on transactional and litigation matters in information technology and e-commerce law. She previously worked at Microsoft Corporation where her last position was Associate General Counsel for the Interactive Entertainment Business.

Alan L. Friel, partner, Intellectual Property Department, Wildman, Harrold, Allen & Dixon LLP, focuses on new media and e-commerce transactions, intellectual property, regulatory compliance, financing, licensing, distribution, acquisitions, joint ventures and strategic alliances for clients in advertising, media and technology industries.

Francoise Gilbert, founder and Managing Director of the IT Law Group, focuses on data privacy and security issues at the domestic and global levels. She is author and editor of *Global Privacy and Security Law*, a two-volume treatise that analyses the data protection laws of the United States and 60+ countries. She is General Counsel of the Cloud Security Alliance.

David Horn is Assistant Regional Director of the Federal Trade Commission's Northwest Regional Office. Previously, he was Assistant Attorney General and Senior Counsel with the Washington State Attorney General's Office.

James Hsu, is Senior Corporate Counsel at Zynga Game Network, Inc.

Joshua (Josh) M. King, Vice President of Business Development and GC of Avvo, Inc., is responsible for the company's business development, outreach to the legal community and legal affairs. He has been Director of Business Development of Clearwire US LLC, VP of Corporate Development at AT&T Wireless and GC for Cellular One of San Francisco.

Kraig L. Marini Baker, partner, Davis Wright Tremaine LLP, focuses on licensing transactions in media, entertainment, technology, advertising, privacy, and Internet, with particular emphasis on digital media and entertainment. He is also Adjunct Professor in the Masters in Digital Media Program at the University of Washington School of Communications.

Shelley E. McKinley, Senior Attorney in Microsoft Corporation's Entertainment and Devices Division, supports the Xbox and Games for Windows Interactive Business.

Jas Purewal, an attorney with Olswang LLP, specializes in commercial litigation and alternative dispute resolution. He has acted for clients in the media/entertainment, technology and finance industries. He advises on and regularly writes regarding commercial developments in the technology and computer/video gaming industries.

Nancy V. Stephens, Co-Chair, Intellectual Property Practice, Foster Pepper PLLC, focuses on trademark and copyright protection. Her experience includes counseling clients on the selection and protection of trademarks and protection of digital media.

Stephen Toulouse, Director of Policy and Enforcement for Xbox LIVE at Microsoft Corporation, previously was Communications Manager for security response and a senior product manager in the Trustworthy Computing Group.

Linda D. Walton, member, Labor and Employment Law National Practice Group at Perkins Coie LLP, counsels private sector employers on emerging employment law issues related to employee use of social media. She also teaches Employment Discrimination Law as Adjunct Professor at Seattle University School of Law.

September 9 & 10, 2010

Seattle, Washington

**Washington State
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800 Convention Place
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Who Should Attend:

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

You Will Learn About:

- *FTC regulatory initiatives*
- *Emerging employment law risks in social media*
- *Expanding the market: The FCC's Broadband Plan and net neutrality policy*
- *Compliance with international social media regulations*
- *The convergence of social networking and gaming*
- *Tools to prevent misconduct and site operator liability on social media sites*
- *Liability for user-generated content*
- *Trademark protection in social media*
- *Ethical dilemmas for private practitioners*
- *Regulatory and self-regulatory programs for advertising*
- *Privacy law issues*

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