

Social Media Law Conference
September 16 & 17, 2013 | Seattle, Washington
Washington State Convention Center



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The Fifth Annual Comprehensive Conference On

Social Media Law

New opportunities, regulatory structures
and business strategies

September 16 & 17, 2013

Seattle, Washington

Washington State Convention Center

Credits: WA 12 CLE (incl. 1 ethics) (call about others)

Quick when/where: 8:30 a.m., 800 Convention Place



8:00 Registration Opens

8:30 Introduction & Overview

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

Jennifer G. Stanley, Esq., Program Co-Chair
Fenwick & West LLP ~ San Francisco, CA

8:45 Keeping an Eye Toward the Future: New Ideas Coming Out of the Social Media Startup World

Antone F. Johnson, Esq.
Bottom Line Law Group ~ San Francisco, CA

9:30 Building and Protecting Your Brand in the Social Media World

Examples of success stories; the tension between free speech rights, consumer protection policies, and trademark rights; fair use defenses; enforcement pitfalls including trademark bullying and violation of state anti-SLAPP statutes

Michael Atkins, Esq.
Atkins Intellectual Property, PLLC ~ Seattle, WA

10:15 Break

10:30 The Continually Changing Privacy Landscape

Children's privacy: The FTC's new amended COPPA Rule

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

Mobile privacy: The FTC staff report on mobile privacy disclosures; privacy on the go - California's mobile privacy guidelines; Location based privacy issues

Tyler G. Newby, Esq.
Fenwick & West LLP ~ San Francisco, CA

12:00 Lunch (on your own)

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Online: www.lawseminars.com
Phone: (206) 567-4490
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1:15 Use of Social Media in Litigation: During Discovery and as Evidence

Claude M. Stern, Esq.
Quinn Emanuel Urquhart & Sullivan, LLP
~ Redwood Shores, CA

2:00 Social Media and Third-Party Litigation: Trends and Essential Considerations for Platform Providers

Trends in use of social media by the police; types of information they typically want from platform providers

The Hon. Sean Patrick O'Donnell, Esq.
King County Superior Court ~ Seattle, WA

Tips for developing internal procedures for responding to subpoenas; public relations issues; lessons for platform providers from Reddit's attempt to crowdsource analysis of photographic evidence after the Boston Marathon bombing

Timothy Yip, Esq., Product Counsel
Twitter Inc. ~ San Francisco, CA

3:15 Break

3:30 Privacy: Data Security and Data Breaches

Dealing with data breaches; lessons from recent data breach cases; tips for integrating your privacy and data security policies and processes

Margaret "Peggy" P. Eisenhauer, Esq., Founder
Privacy & Information Management Services ~ Atlanta, GA

4:15 Practical Tips: Dealing with Social Money

New FinCEN guidance and other regulatory developments at federal and state levels; strategies for regulatory compliance; growth of virtual currencies and rewards programs in social media: rise of decentralized crypto-currencies and crowd funding

Veronica K. McGregor, Esq.
Jones Day ~ San Francisco, CA

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

Sponsored by Perkins Coie LLP and Fenwick & West LLP



About the Conference

LSI LAW SEMINARS INTERNATIONAL Presents

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In our connected world, life, without using some form of social media, is hard to imagine. People meet and communicate via Facebook, Twitter, LinkedIn, FourSquare, Spotify, YouTube, Pinterest and other social media every day. It's how many of us get our news, consume video content, listen to music, talk to and check in on friends, play games, and buy and sell things. Social media is also a key component of our clients' businesses, and understanding the legal issues arising out of social media is increasingly important to almost every lawyer's practice.

This conference will take a 360-degree look at the legal landscape involved in social media. We will examine how social media is creating new business opportunities, as well as explore issues relating to current regulatory trends, content liability, privacy, employment law, location-based applications and policing user misconduct.

This informative program is valuable to the experienced practitioner as well as those who are learning what it is all about.

~ Program Co-Chairs: Lisa T. Oratz, Esq. of Perkins Coie LLP and Jennifer G. Stanley, Esq. of Fenwick & West LLP



8:30 Introduction to Day 2
Lisa T. Oratz, Esq., *Program Co-Chair*
Jennifer G. Stanley, Esq., *Program Co-Chair*

8:45 Practical Tips: Dealing with Bad Actors on Your Site
 Protecting your platform from spamming, phishing, impersonation, hacking, criminal activity, and other problematic behavior
Joseph P. Cutler, Esq.
 Perkins Coie LLP ~ Seattle, WA

9:30 Practical Tips: Maintaining Compliance with Employment Laws
 Recent NLRB cases and reports involving employee use of social media and employer social media policies; wage and hour issues; business considerations in developing effective social media policies; restrictions on employer access to social media accounts
Charles P.E. Leitch, Esq.
 Patterson Buchanan Fobes & Leitch, Inc., P.S. ~ Seattle, WA

10:15 Break

10:30 Practical Tips: Managing Third-Party Content and Avoiding Liability
 Recent cases and other new developments under the DMCA and Section 230 Communications Decency Act: What is fair use? What are the most problematic social media business models?
Jennifer G. Stanley, Esq., *Program Co-Chair*

11:15 Practical Tips: Providing Other Things of Value to Users
 Solving Complex Problems with Online Contests/Sweepstakes
Steven B. Winters, Esq.
 Lane Powell PC ~ Seattle, WA

12:00 Lunch (on your own)

1:15 General Counsel Perspectives on the Key Issues Coming Over the Horizon
 A discussion with general counsel about the issues they face relating to Social Media; what they like and what keeps them up at night
Lisa T. Oratz, Esq., *Program Co-Chair, Moderator*
Jennifer G. Stanley, Esq., *Program Co-Chair, Moderator*
Stephen Coates, Esq., *Corporate Counsel, Trademarks*
 Amazon ~ Seattle, WA
Timothy Yip, Esq., *Product Counsel*
 Twitter Inc. ~ San Francisco, CA
Reggie Davis, Esq.
 Executive Vice President, General Counsel and Secretary
 Zynga Inc. ~ San Francisco, CA

2:45 Ethics: Lawyers Using Online Advertising & Social Media
 Latest decisions and opinions surrounding legal marketing; how lawyers can and cannot promote their services via online advertising and social media; tips and pitfalls to avoid for online reputation management
Joshua M. King, Esq., *Vice President and General Counsel*
 Avvo, Inc. ~ Seattle, WA

3:45 Evaluations and Adjourn

Upcoming Related Seminars:

Spectrum and Wireless Strategies	July 22-23, 2013	Washington, DC
Licensing IP and Technology	August 15-16, 2013	Seattle, WA
Mobile Payments	September 9-10, 2013	Washington, DC
Gamer Technology Law	October 7-8, 2013	Seattle, WA

See more at www.lawseminars.com



Registration & Other Conference Information

To Register:

Call us at: 206-567-4490
 Fax the registration form to us at: 206-567-5058
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 Online: www.lawseminars.com
 Mail the registration form on the front page.
 Walk-ins are welcome, subject to space availability.
 Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for this program is \$1145 with a group rate of \$860 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$765. For students and people in their job for less than a year, our rate is \$572.50. 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 Tuesday, September 10, 2013. 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. Call the hotel directly at (206) 694-5000 for reservations at the special negotiated rate of \$^ and mention that you are attending a Law Seminars International conference. Rooms are on a first come, first served basis.

Continuing Education Credits: Live credits: This program qualifies for 12 (incl. 1 ethics) WA CLE credits. Upon request, we will apply for, or help you 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, is available for \$1155. 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, Of Counsel, Perkins Coie LLP, and Co-Chair, Arts, Entertainment & Sports Industry Group, counsels social media and traditional companies on internet and new media issues, including content liability, privacy, intellectual property rights, site documents, social media policies, licensing, distribution and marketing.

Jennifer G. Stanley, Program Co-Chair, partner of Technology Transactions Practice and Chair of Copyright Practice at Fenwick & West LLP, is also a member of the firm's Transactional Privacy and Information Security Practice, and advises clients on the legal issues that arise when running sweepstakes, contests and promotions.

Michael Atkins, founder of Atkins Intellectual Property, PLLC, teaches trademark law at the University of Washington School of Law, publishes the Seattle Trademark Lawyer blog and is a Washington Super Lawyer.

Stephen Coates is Trademark Counsel for Amazon.com, where he is responsible for the global trademark practice for Amazon and its affiliates. He focuses on trademarks, copyrights and domain names.

Joseph P. Cutler, Counsel, Perkins Coie LLP, is a member of the Litigation group and Privacy & Security subgroup. He focuses on privacy and data security, consumer protection and internet law.

Reggie Davis, Executive Vice President, General Counsel and Secretary of Zynga Inc., is responsible for Legal Affairs and Government Relations. Previously, he was Associate General Counsel and Vice President of Network Operations at Yahoo!

Margaret "Peggy" P. Eisenhauer, founder of Privacy & Information Management

Services, is one of the Top 25 American Privacy Law Consultants who focuses on privacy, security and fair information practices.

Antone F. Johnson, founder of Bottom Line Law Group, focuses on corporate, commercial and intellectual property law. He is also a publisher for Mashtag and co-organizer for ideakickLA. Previously, he was Vice President of Legal Affairs at eHarmony, Inc. and Assistant General Counsel of Intermix Media.

Joshua M. King is General Counsel and Vice President of Business Development at Avvo and is on the Public Participation Project Board of Directors. Previously, he was Director of Business Development at Clearwire US LLC and Vice President of Corporate Development at AT&T Wireless.

Charles P.E. Leitch, founding principal of Patterson Buchanan Fobes & Leitch, Inc., P.S., is a member of the Washington State Attorney General's Youth Internet Safety Taskforce and on the Advisory Board of the Internet Keep Safe Coalition. Previously, he was a partner at Lee Smart Cook Martin & Patterson and a prosecutor for Seattle and King County.

Veronica K. McGregor, Of Counsel, Jones Day, focuses on payment and stored value systems, financial services, mobile banking, mobile payments and m-commerce, consumer lending, privacy, online business, anti-money laundering compliance, ATM and debit networks, and software and technology licensing.

Tyler G. Newby, partner, Fenwick & West LLP, focuses on privacy, intellectual property and litigation for high technology clients. Previously, he was a Trial Attorney in the U.S. Department of Justice's Criminal Division's Computer Crime and

Intellectual Property Section where he advised on compliance with the Fourth Amendment and the Electronic Communications Privacy Act.

The Hon. Sean P. O'Donnell, King County Superior Court, is an adjunct faculty member at Seattle University School of Law. Previously, he was the Senior Deputy Prosecuting Attorney at the King County Prosecuting Attorney's Office and an Assistant United States Attorney.

Claude M. Stern, partner, Quinn Emanuel Urquhart & Sullivan, LLP, is Chair of the National Intellectual Property Litigation Practice where he focuses on intellectual property and technology litigation, including: patent, copyright and trademark infringement, and trade secret misappropriation. He is a Super Lawyer and ranked in California Intellectual Property Patent Litigation, *Chambers USA 2013*.

Steven B. Winters, shareholder, Lane Powell PC, leads the Intellectual Property and Complex Transactions Practice where he focuses on license agreements, copyrights, patents, trademarks, trade secrets, data privacy and security, e-commerce and online transactions. He has been named a Best Lawyer in America and Washington Super Lawyer.

Timothy Yip, Product Counsel at Twitter Inc., supports product teams, Vine and #music. He also advises the Trust & Safety Department on internal and user-facing policies.

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Who Should Attend:

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

You Will Learn About:

- New ideas coming out of the social media startup world
- Building and protecting your brand
- The continually changing privacy landscape, data security and breaches
- General counsel perspectives on the key issues coming over the horizon
- Use of social media in litigation
- Social media and law enforcement: Trends and essential considerations for platform providers
- Managing third-party content and avoiding liability
- Dealing with bad actors on your site
- Maintaining compliance with employment laws
- Dealing with social money & providing other things of value to users
- Ethical use of online advertising & social media

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