

NECCA

New England Corporate Counsel Association, Inc.

February 2010 Seminar
Wednesday, February 3, 2010
10:00 a.m. to 12:00 noon

INTELLECTUAL PROPERTY LAW UPDATE

Presenters:

Foley & Lardner LLP

Matthew Karlyn, Esq.

Russell Beck, Esq.

Robert Weisbein, Esq.

Jeffrey Greene, Esq.

Nicole Gage, Esq.

Program

As evolving technologies present opportunities for expanding a company's brand and enhancing the value and use of its intellectual property portfolio, these expanded uses and technologies also present increased risks for in-house counsel to identify and manage.

This Program will look at the current state of issues confronting companies in relation to trademarks, copyrights, trade secrets and domain names, including:

- Brand Protection – Impacts of Social and Other Media.
- Your Company's Reputation – Don't Get Hijacked.
- Are Your Trade Secrets Really Secret?
- Keyword Advertising – Where Are We Today?
- Copyright on the Internet – DMCA to the Rescue.

Best Western TLC, 380 Winter Street, Waltham, Massachusetts 781-890-7800
Workshop: 10:00 a.m. – Noon • Social Break: Noon - 12:30 p.m. • Lunch served at 12:30 p.m.

~ Reservations Required ~

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