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Understanding Copyright Law 2010

Chicago, June 17, 2010

San Francisco, July 12, 2010

New York City* and Live Webcast, July 19, 2010 — www.pli.edu

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- Develop a solid foundation of copyright law essentials
- Find out what fair use really means
- Explore copyright issues unique to the Internet
- What does the Google Book Settlement mean for the copyright lawyer?
- **Newly Updated!** Review the hottest developments in case law and find out what challenges lie ahead

Understanding Trademark Law 2010

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*See Back Cover
for Details.*

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- **Newly Updated!** Analyze a sample search and gain valuable practice tips
- Learn the key principles — from searching and filing to protecting and litigating
- Hot new cases and developments both inside and outside of the courtroom
- Keyword advertising and social networking issues unique to trademark law

**This is an approved transitional program*

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Understanding Copyright Law 2010

Chicago, June 17, 2010

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Why You Should Attend

Hotly contested DVD-burning issues, the use of J. D. Salinger's character Holden Caulfield in a book that Salinger did not write, and a YouTube clip of a baby dancing to Prince's "Let's Go Crazy" made copyright headlines last year. If a similar issue had arisen for your company or your client, would you have been prepared? If not, then this is the program for you.

What rights does copyright protection confer and how are these rights protected? How do you protect your copyrighted material and what types of remedies are involved in infringement actions? These are all critical concepts, and practitioners should be equipped with the fundamentals. Keep current in this dynamic field while learning the most important concepts expertly taught by an all-star faculty. Gain practical guidance on how to identify, handle and solve basic copyright problems. Whether you are looking for a refresher course or need to learn the basics of copyright law from the bottom up, you will want to register for this program.

What You Will Learn

- Fundamentals of copyright law: terminology, copyrightability, protectable subject matter, and policy objectives behind protection
- Rights associated with copyright protection
- Hot issues in copyright law including a review of the latest cases and issues unique to the Internet
- The Google Book Settlement and what it means to the copyright practitioner
- Fair use primer on copyright litigation and important defense strategies, including affirmative defenses

Who Should Attend

This seminar is designed as an introduction for attorneys with limited experience in copyright law, and as a review and update for those who need to reacquaint themselves with intellectual property practice and procedure.

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Why You Should Attend

Did you know that the word “zipper” was originally a trademark? That mark became generic years ago, but what does that really mean? This is just one of many fundamental principles you will learn at this nuts and bolts program. What is secondary meaning? When is there consumer likelihood of confusion? What does it mean when a mark is diluted?

The value of a strong trademark portfolio is immense, and whether you are in-house or outside counsel, it is essential to know not only how to register trademarks, but also how to protect these important assets. This program will cover the basics all the way through to the hottest issues that face the practice area today. Whether you are looking to reacquaint yourself with trademark principles or if you need to build your trademark knowledge from the ground up, you will find value in this important program.

What You Will Learn

- Overview of the most important principles of trademark law and unfair competition, including terminology, statutory framework, and the policy objectives behind trademark protection
- Practical applications of trademark law — searching and clearing marks for use, applying for protection
- Registration considerations domestically and abroad
- Hot topics in trademark law and a review of the latest cases
- Domain name issues and UDRP
- Protecting the trademark — practical tips and applications
- Trademark infringement processes, strategies, and remedies, in addition to alternate proceedings to avoid litigation altogether

Who Should Attend

This seminar is designed as an introduction for attorneys with limited experience in trademark law, and as a review and update for those who need to reacquaint themselves with intellectual property practice and procedure.

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Amanda C. Samuel
Counsel - Trademark &
Copyright
Colgate-Palmolive Company
New York City

Program Attorney: **Seema Lal Meehan**

P R O G R A M

Please plan to arrive with enough time to register before the conference begins.
A networking breakfast will be available upon your arrival.

UNDERSTANDING COPYRIGHT LAW 2010

Morning Session: 9:00 a.m. – 12:30 p.m.

9:00

Introduction

9:15

Basic Principles of Copyright Law and Copyright Office Practice

- Subject matter of copyrights and exclusive rights
- Ownership issues, registration, and other statutory formalities
- Duration, renewal, transfers, and termination
- What do copyrights protect and how do these protections work?
- International issues, including jurisdiction

CHI: E. Leonard Rubin

SF: Deirdre Merrill

NYC, BOS, MECH, NB, PHI, PITT & WEB:

I. Fred Koenigsberg

10:15 Networking Break

10:30

Enforcing Copyrights

- Copyright litigation and defenses
- Litigation strategies
- Practice tips

CHI: William H. Frankel

SF: J. Michael Keyes

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Barry I. Slotnick

11:30

Google Book Search, the Books Rights Registry, and Future of Rightsholders

- The digital library — how it works
- The class action settlement and current developments
- The future for authors, services and users

CHI: Michele J. Woods

SF: Scott E. Gant, Joseph C. Gratz, Suzanne Harrison,

Katherine C. Spelman

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Jan F. Constantine

12:30 Lunch

Afternoon Session: 1:45 p.m. – 5:00 p.m.

1:45

Copyright and the Internet

- The Digital Millennium Copyright Act
- Unauthorized uses on the Internet
- Issues unique to blogging
- International copyright considerations

CHI: Marcelo Halpern

SF: Bruce E. H. Johnson

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Lynn B. Bayard

2:45

Notable New Cases in Copyright Litigation

- Newsworthy copyright cases
- Impact of case law on copyright law practice
- Possible future copyright conflicts

CHI: William T. McGrath

SF, NYC, BOS, MECH, NB, PHI, PITT & WEB:

Robert W. Clarida

3:45 Networking Break

4:00

Fair Use and Permissions

- Permissible parody
- Defining “transformative” uses
- Anticircumvention and fair use

CHI: Beverly A. Berneman

SF: Naomi Jane Gray

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Hillel I. Parness

5:00 Adjourn

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UNDERSTANDING TRADEMARK LAW 2010

Morning Session: 9:00 a.m. – 12:45 p.m.

9:00

Introduction

CHI: Jeffery A. Handelman

SF: Anne Hiaring Hocking

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Lynn S. Fruchter

9:15

Overview of Basic Principles of Trademark Law and Unfair Competition

- Types of trademarks and service marks
- Protection based on common law use and registration
- Use-based filings and enforcement
- Unfair competition under Section 43(a) of the Lanham Act
- Dilution under Section 43(c)

CHI: Jeffery A. Handelman

SF: Anne Hiaring Hocking

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Adam D. Resnick

10:30 *Networking Break*

10:45

Trademarks in Practice: Searching, Clearance and the Application Process in the United States

- Clearing a mark for use and registration
- The application process at the PTO
- Practice tips based on analysis of sample search report

CHI: David A. Herdman

SF: Richard L. Kirkpatrick

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Amanda C. Samuel

11:45

International Searching and Filing Strategies

- Strategies for working with foreign associates to clear marks
- An in-house counsel perspective — What marks should be registered?
- Appropriate jurisdictions to seek protection
- Alternatives to national filings, including the CTM and Madrid Protocol

CHI: Linda A. Kuczma

SF: Paul W. Reidl

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Clark W. Lackert

12:45 *Lunch*

Afternoon Session: 2:00 p.m. – 5:00 p.m.

2:00

Trademark Infringement Primer and Recent Case Law

- Recent developments in case law
- Identifying, investigating, and evaluating trademark and trade dress infringement cases
- Available relief in trademark litigation including temporary and permanent injunctive relief
- Summary judgment and other motion practice strategies

CHI: Jane Shay Wald

SF: Vijay K. Toke

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Michael Potenza

3:15 *Networking Break*

3:30

Hot Topics, Recent Cases and Litigation Alternatives

- USPTO opposition and cancellation proceedings as an alternative to civil litigation
- UDRP as a means to resolve domain name disputes
- Discussion of amended TTAB rules
- Analysis of keyword advertising and social networking issues

CHI: Donald Broadfield, Kristen Poggensee

SF: Connie L. Ellerbach, J. Scott Evans

NYC, BOS, MECH, NB, PHI, PITT & WEB:

Richard S. Mandel

5:00 *Adjourn*

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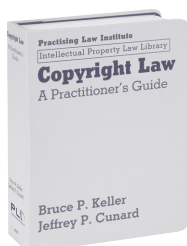
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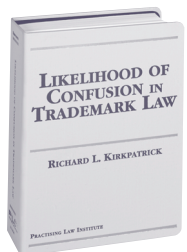
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Copyright Law: A Practitioner's Guide

Bruce P. Keller (*Debevoise & Plimpton LLP, New York City*) and
Jeffrey P. Cunard (*Debevoise & Plimpton LLP, Washington, D.C.*)

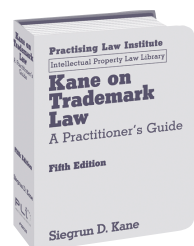
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Likelihood of Confusion in Trademark Law

Richard L. Kirkpatrick (*Pillsbury Winthrop Shaw Pittman LLP,
San Francisco*)

*1 looseleaf volume, 506 pages, \$275 (Updated annually or as needed:
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Kane on Trademark Law: A Practitioner's Guide Fifth Edition

Siegrun D. Kane (*Locke Lord Bissell & Liddell LLP, New York City*)

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