

ANNUAL MEETING 2019

Intellectual Property Law Section

Tuesday, January 15, 2019 | 8:45 a.m. – 5:00 p.m.
New York Hilton Midtown | Mercury Ballroom, Third Floor

6.5 Credits

5.5 Areas of Professional Practice | 1.0 Ethics

This program is transitional and is suitable for all attorneys including those newly admitted.

Lunch

12:50 p.m. – 1:45 p.m.

Offsite Reception

5:45 p.m. – 8:30 p.m. | Bill's Bar & Burger Rockefeller Center
16 W 51st St, New York, NY 10019

MCLE Program

8:45 a.m. – 5:00 p.m. | New York Hilton Midtown | Mercury Ballroom, Third Floor

Agenda

- 8:45 a.m. Registration and Continental Breakfast - Sponsored by Davis & Gilbert LLP
- 8:55 a.m. – 9:10 a.m. **Welcoming Remarks**
Chair/Program Chair
- 9:10 a.m. – 10:00 a.m. **Ethical Issues in Your New Media Practice**
The ethical obligations of outside counsel in advising clients with respect to emerging social media. A discussion on evolving ethical rules and best practices for attorneys in social media, as well as emerging liability concerns and predictions.
Speakers: **Anthony LoCicero, Esq.**, Amster Rothstein
Theo Nittis, Principal, Gemini Risk Partners, LLC
John Reed, Marketing Consultant, RainBDM
Richard Searle Eisert, Esq., Davis & Gilbert
(1.0 Credit in Ethics)
- 10:00 a.m. – 10:15 a.m. Break - Sponsored by Golenbock Eiseman Assor Bell & Peskoe LLP
- 10:15 a.m. – 11:30 a.m. **Entertainment and New Media**
Hollywood stars, sports teams and leagues are prolific trademark and copyright/media rights holders. The rise of new media platforms and formats is accompanied by new IP protection challenges, e.g., clearance, enforcement, monitoring, obtaining rights.
Speakers: **Danielle E. Maggiacomo, Esq.**, Frankfurt Kurnit (Moderator)
Catherine Farrelly, Esq., Frankfurt Kurnit
Jemar Daniel, Esq., Sr. Vice President and Senior Counsel, Business Legal Affairs, Viacom
Deborah Robinson, Esq., VP & Sr. Counsel Anti-Piracy, Viacom
Adrian D. Stubbs, Esq., Assistant General Counsel, CBS Television
Matthew Winterroth, Esq., VP & Intellectual Property Counsel, WWE

(1.5 Credits in Areas of Professional Practice)

11:30 a.m. – 11:45 a.m. Break - Sponsored by Kilpatrick Townsend & Stockton LLP

11:45 a.m. – 12:35 p.m. **Advertising, Social Media and the FTC**

Impact on how the FTC is changing the way brand owners market in the various new media channels, e.g., influencers, claim substantiation, etc.

Speakers: **Barry Benjamin, Esq.**, Kilpatrick Townsend LLP
Nur-ul Haq, Esq., VP & Counsel, Tech & Kids Compliance, Viacom
Ann Gorfinkle, Esq., VP, Standards and Practices for Nickelodeon, Viacom
Rebecca Leigh Griffith Esq., Senior Counsel, Unilever United States, Inc.

(1.0 Credit in Areas of Professional Practice)

12:50 p.m. – 1:45 p.m. Lunch

2:00 p.m. – 2:50 p.m. **The Media-Content Deal**

Do's and Don'ts for Parties to a New Media Deal. The panel will take us through the important aspects of a typical deal between companies like Amazon and Content Providers.

Speakers: **Marc Lieberstein, Esq.**, Kilpatrick Townsend, LLP (Moderator)
David Stonehill, Esq., SVP & Deputy General Counsel, Global Digital & New Media, Viacom
Rick Baker, Esq., SVP & Deputy General Counsel, Content Distribution, Viacom
Jill Greenwald, Esq., Assistant Chief Counsel, ABC, Inc.

(1.0 Credit in Areas of Professional Practice)

2:50 p.m. – 3:00 p.m. Break - Sponsored by Golenbock Eiseman Assor Bell & Peskoe LLP

3:00 p.m. – 3:50 p.m. **Privacy and the Internet of Things (IoT)**

The IoT is now in our homes, on the streets, and on your person as new smart appliances, city-sensors, and wearable tech. This rise of "smart" devices in our homes and on our person, has raised significant and growing data privacy concerns related not only to social media, but also the devices we use to stay connected with the world.

This privacy focused panel will discuss the GDPR and upcoming U.S. state data privacy laws (e.g., California Consumer Privacy Act, A.B. 375). How privacy and consumer protection laws intersect with the rise of ever present IoT "smart devices" in our homes or on our person, including data gathering, storage, and use issues for devices like Alexa, Cortana, smart TV's, smart watches.

Speakers: **Leonie Huang, Esq.**, Holland & Knight (Moderator)
Mark Melodia, Esq., Partner, Holland & Knight
Jessica Lee, Esq., Partner, Loeb & Loeb
Anthony Ford, Esq., Senior Data Privacy Counsel, Medidata Solutions, Inc.
Manas Mohapatra, Esq., Chief Privacy Officer at Viacom

(1.0 Credit in Areas of Professional Practice)

3:50 p.m. – 4:10 p.m. Break - Sponsored by Barclay Damon

4:10 p.m. – 5:00 p.m. **Patents in the New Media**

A discussion on patents covering new media technology and understanding patent opportunities and pitfalls with content delivery.

Speakers: **Douglas A. Miro, Esq.**, Amster Rothstein & Ebenstein, LLP (Moderator)
Charles Macedo, Esq., Amster Rothstein & Ebenstein, LLP
Richard P. Zemsky, Chief Operating Officer, AIMeCast, LLC

(1.0 Credit in Areas of Professional Practice)

5:45 p.m. – 8:30 p.m. **Off-Site Reception** - Sponsored by Compumark

Bill's Bar & Burger Rockefeller Center
16 W 51st St, New York, NY 10019

SECTION CHAIR

Robin Silverman, Esq. | Golenbock Eiseman Assor Bell & Peskoe LLP | New York

PROGRAM CHAIRS

Marc A. Lieberstein, Esq. | Kilpatrick Townsend & Stockton LLP | New York

Leonie Huang, Esq. | Holland & Knight LLP | New York

Doug A. Miro, Esq. | Amster, Rothstein & Ebenstein LLP | Bellmore