
BS&K Advertising Law Seminar Series

Are You Tweeting Towards Liability?

Legal Considerations For Social Media

June 9, 2010

BS&K Offices
Syracuse
Live Presentation

Albany, Buffalo, Rochester*
Videoconference

*Rochester location:
The Presentation Source Videoconference Center.

BOND, SCHOENECK & KING, PLLC
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Attorney Advertising

BOND, SCHOENECK & KING, PLLC

One Lincoln Center
Syracuse, NY 13202
315-218-8000

111 Washington Avenue
Albany, NY 12210
518-533-3000

Key Center
40 Fountain Plaza, Suite 600
Buffalo, NY 14202
716-566-2800

The Presentation Source
Videoconference Center
1160A Pittsford-Victor Road
Pittsford, NY 14534
585-381-3070

Advertising Law Seminar: Are You Tweeting Towards Liability? Registration

June 9, 2010 ■ Registration Fee: \$20 (Check one)

Please RSVP 5 business days in advance of the event date.

- Syracuse Live Presentation Albany Videoconference
 Buffalo Videoconference Rochester Videoconference

Name _____ Title _____

Company _____

Address _____ City _____

State _____ Zip _____ Telephone _____ Fax _____

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The following people will also attend:

Name _____ Title _____

Name _____ Title _____

Register on-line at www.bsk.com
or complete and return this registration form to:

Bond, Schoeneck & King, PLLC

Attn: Ms. Toko Moyo

Bond, Schoeneck & King, PLLC

One Lincoln Center, Syracuse, NY 13202

Please make checks payable to

Bond, Schoeneck & King, PLLC

Fax: 315-218-8100

Questions: 1-800-339-8897

E-mail: tmoyo@bsk.com

**Refunds will only be made for cancellations
received 5 business days before event.**

*This seminar is intended for the invited guests
of Bond, Schoeneck & King, PLLC, who reserves
the right to deny admission to any applicant.*

WHO SHOULD ATTEND

Advertising Executives, Creative Directors, Agency Managers, Marketing Firm Directors

AGENDA

8:00 - 8:30 a.m.

Registration and Continental Breakfast

8:30 - 10:00 a.m.

Program

10:00 - 10:30 a.m.

Questions and Group Discussion

OVERVIEW

Social media, from Facebook® to Twitter® to blogs, LinkedIn® and Yammer®, is all around us. Advertising and Marketing agencies are in the midst of developing social media plans for their clients and their own companies. But, not everything we read or post is necessarily in the best interest of our clients or our own companies. During this session, we will discuss the legal implications surrounding social media and what decision makers need to keep in mind as they carry out their social media marketing programs.

Attendees will take away important legal considerations for using social media in advertising, explore the new frontiers of integrating intellectual property law into social media law, including defamation, copyright, trademarks, slander and liability and how these pertain to social media programs and individual site rules and regulations.

SPEAKER

PHILIP I. FRANKEL is a graduate of Tulane University (B.A., *cum laude*, 1975) and Syracuse University College of Law (J.D., 1978).



Mr. Frankel's practice includes a variety of business-focused legal services including representing clients in the fields of entertainment, publishing, and art. He also advises and represents small, large and family-owned businesses, as well as start-up entities, in all aspects of business law, including complex transactions, contractual negotiations and intellectual property concerns. Mr. Frankel's practice also encompasses registration and enforcement of domestic and international trademarks for clients seeking worldwide protection. He has also handled litigation involving the obtainment and protection of intellectual property rights in various courts and arbitration proceedings. Mr. Frankel has extensive experience in technology licensing and matters involving the Internet, social media, and domain name disputes.

Mr. Frankel frequently lectures to companies, trade associations and Bar Associations on business issues involving intellectual property development and protection.
