



## Advertising Law Seminar Series

**June 18, 2008**  
**Copyright or  
Copyrightwrong?  
Understanding  
Copyright  
in Advertising**

**BS&K Offices**  
**Syracuse**  
Live Presentation  
**Albany and Buffalo**  
Videoconference

BOND, SCHOENECK & KING, PLLC  
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Attorney Advertising

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Please visit our website  
[www.bsk.com](http://www.bsk.com)  
for directions  
to our offices.

### Advertising Law Seminar Series

Registration Fee: \$20. Please RSVP 10 days prior to seminar.

6/18/08 Copyright or Copywrong:  Syracuse Live Presentation;  Albany Videoconference;  Buffalo Videoconference

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

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State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

The following people will also attend:

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Please make checks payable to  
Bond, Schoeneck & King, PLLC  
and return this form to:

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E-mail: [tmoyo@bsk.com](mailto:tmoyo@bsk.com)

Or register on-line at [www.bsk.com](http://www.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.

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## Program Overview

This presentation is designed for marketing and advertising executives who must understand copyright law as it relates to creative work and advertising campaigns.

This program will be given with a live presentation in our Syracuse office and transmitted to our regional offices in Albany and Buffalo, New York. BS&K's technology allows real time interaction between the attendees in our regional offices and the speaker appearing in Syracuse.

**Please note that since this briefing takes place in BS&K offices, seating is limited. Therefore, early registration is recommended.**

**8:00 a.m. - 8:30 a.m. Registration and Continental Breakfast**  
**8:30 a.m. - 10:00 a.m. Program**

**June 18, 2008**

## Copyright or Copywrong? Understanding Copyright in Advertising

Advertisers deal with creative and copyright issues on a daily basis. Often the issues of who owns what is not considered until someone finds out that their marketing plans are being held up because of legal claims or worse, infringement litigation.

This morning seminar will focus on the basic understanding of copyright and its general application to advertisers. Issues to be covered include:

- Who owns the copyright in the work?
- Can you reuse ad copy for other clients?
- How is it protected and for how long? When is something in the public domain?
- Does the concept of Fair Use protect advertisers?
- When is ownership permission needed and how is it obtained?

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## 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 is devoted to Business and Corporate transactions. His practice encompasses Intellectual Property matters including registration and enforcement of domestic and international trademarks for clients seeking worldwide protection. Mr. Frankel has handled litigation involving the obtainment and protection of intellectual property rights. He also has extensive experience in matters involving the Internet and domain name disputes.

Mr. Frankel regularly counsels clients, advertising firms and marketers on advertising issues involving the Rights of Publicity/Privacy and Celebrity Licensing. He also guides clients through sweepstakes and contest promotions development and compliance.

Mr. Frankel has lectured on Trademarks at Syracuse University College of Law and before the New York State and Onondaga County Bar Associations as well as various trade associations.