



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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Please visit our website
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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 _____

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The following people will also attend:

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Or register on-line at 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.

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?

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.