

# THE COPYRIGHT SOCIETY OF THE U.S.A.

**New York Chapter**

Jonathan Purow and Andrew Sparkler, Co-Chairs  
Ari Abramowitz, Assistant Co-Chair

February 14, 2011

We are excited to invite you to our next event -- on **Tuesday, February 22, 2011**, at **6 PM**, at Benjamin N. Cardozo School of Law, 55 Fifth Avenue, New York, NY.

## **EBOOKS: KINDLING FOR A NEW ERA OF BOOK PUBLISHING**

In 2010, Amazon sold more than 8 million Kindles. Though they undoubtedly have the largest piece of the ebook pie, Amazon's staggering sales are not unique. The success of Barnes and Noble's Nook, Sony's Reader and Apple's iPad have all proven that this new market is here to stay. However, with new markets come new challenges. How best to navigate book deals in the ebook world? What special considerations need to be taken into account that are not at issue in traditional book deals? What does this new technology mean for publishers, authors, and consumers? This accomplished and diverse panel will attempt to address these hot issues.

Date: Tuesday, February 22, 2011

Time: 6:00 p.m.-7:00 p.m.: Networking Reception  
7:00 p.m.-8:00 p.m.: Program

Place: Benjamin N. Cardozo School of Law  
55 Fifth Avenue, New York, NY

CLE: The Copyright Society of the U.S.A. is a NY CLE Approved Provider. This course is Transitional and Nontransitional, and provides 1.0 Credit (based on 50 minutes).

**REGISTRATION DEADLINE: February 18, 2011**

**TO REGSITER: <http://csusayp22211.eventbrite.com>**

## **PANELISTS:**

MARK S. SEIDENFELD is Vice President and Deputy General Counsel at Scholastic Inc., the global children's publishing, education and media company. Mark provides legal guidance for numerous Scholastic divisions, including its trade publishing group, school book club and book fairs channels, and Scholastic Audio. He also supervises the Legal Department's Contracts and Rights and Permissions Groups. Mark is involved in Scholastic's efforts to develop its digital infrastructure and strategy, and provides counsel generally to the Company's various units on copyright, publishing, promotions and electronic rights issues. Mark's extensive experience has ranged from counseling clients on transactions and dispute resolutions, to managing the intricate legal issues surrounding the release of all seven of the phenomenally successful Harry Potter books. Mark graduated from the Dual Degree Program at Boston University School of Law, with a Masters in Communications from its College of Communications, as well. Mark has been with Scholastic since 1995. Previously he was in house counsel at Simon & Schuster and an associate with Proskauer Rose.

MARK L. LEVINE is a former partner in the New York office of Boston's Sullivan & Worcester LLP, is the author of *Negotiating a Book Contract: A Guide for Authors, Agents and Lawyers* (2nd edition, 2009) and founder of [www.BookContracts.com](http://www.BookContracts.com). He also writes the Contracts Q&A column for the Authors Guild Bulletin. He is a graduate of the NYU School of Law, where he was a member of Law Review.

RICHARD NASH is an independent publishing entrepreneur, presently launching Cursor, a start-up portfolio of social publishing imprints the first of which, Red Lemonade, will launch in early 2011. For most of the past decade, he ran the iconic indie Soft Skull Press for which work he was awarded the Association of American Publishers' Miriam Bass Award for Creativity in Independent Publishing in 2005. Books he edited and published landed on bestseller lists from the Boston Globe to the Singapore Straits-Times; on Best of the Year lists from The Guardian to the Toronto Globe & Mail to the Los Angeles Times; twice on the cover of the New York Times Book Review; and the last book he edited was picked last month as a Pulitzer Prize finalist. In 2006, Publishers Weekly picked him as one of the ten editors to watch in the coming decade. In 2010, the Utne Reader named him one of Fifty Visionaries Changing Your World, and Mashable.com picked him as the #1 Twitter User Changing the Shape of Publishing. He has spoken on publishing across the world, from Melbourne to Toronto to Helsinki—Chris Anderson characterizes his Publishing 3.0 talk as “the best I have ever seen.”

## **MODERATOR:**

ARTHUR KLEBANOFF, owner and president of the sixty-five year-old Scott Meredith Literary Agency, has been a leading literary agent for over thirty-five years, handling books with more than \$1 billion in retail sales. He is also the founder (2001) and CEO of RosettaBooks LLC, the leading independent electronic publisher focused on quality backlist books. As partner in the literary agency Morton L. Janklow Associates Inc, he worked over a ten year period on more than thirty seven-figure book deals, most involving commercial fiction. Arthur previously led the publishing division of International Management Group. He has represented a broad range of authors and publishing programs, including Michael Bloomberg, Danielle Steel, Bill Bradley, Barbara Taylor Bradford, Daniel Patrick Moynihan (for whom he worked in the White House between college and law school) and Mayo Clinic. Arthur is a graduate of Harvard Law School (Law Review, 1972) and Yale University (where he won the Alpheus Henry Snow Prize for "inspiring in his classmates an admiration and love for the best traditions of high scholarship"). He is an advisor to the Roger Tory Peterson Institute for Natural History, a nature-in-education organization. Arthur is also author of the book "The Agent: Personalities, Politics and Publishing," published in 2002.

Very truly yours,  
Jonathan Purow, Andrew Sparkler  
Chapter Co-Chairs  
Ari Abramowitz  
Assistant Co-Chair