

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

**New York Chapter**

Craig Mende and Joseph Petersen, Co-Chairs

## **Look Before You Tweet (or Post, or Pin): Copyright Enforcement (or not) in Social Media**

This panel will examine the copyright issues cropping up around social media sites like Pinterest, Instagram, Facebook, YouTube and Twitter. For example, what are the implications for owner, poster and site for inclusion of copyrighted works on a social media site? When does it make business sense for a copyright owner to take action? How does a copyright owner or user go about creating policies and navigating various terms of service on an ever-growing number of social media sites? And how do these social media sites take licenses for and otherwise approach copyrighted content posted on their sites?

Our panel of experts will provide an overview of some of the most popular social media outlets, before discussing current business and legal practices in this rapidly evolving area.

**Date: Tuesday, January 22, 2013**

**Time:** 12:00 p.m. - 12:30 p.m.: Networking Reception (cash bar)

12:30 p.m. - 1:00 p.m.: LUNCH

1:00 p.m. - 2:00 p.m.: Program (Please note: event will end promptly)

**Place:** The Princeton Club, 15 West 43rd Street, New York, NY

**Cost:** \$70.00 (members) \$85.00 (non-members) \$33.00 (students - Limited)

**CLE:** The Copyright Society of the U.S.A. is a NY CLE Approved Provider.

This course is Transitional and Non-transitional, and provides 1.0 Credit (based on 50 minutes).

Credit Card Payments: Register online at [http://www.csusa.org/commerce\\_main.cfm](http://www.csusa.org/commerce_main.cfm)

Check Payments: Please complete registration form & mail it to arrive by 1/16/2013: The Copyright Society of the U.S.A., 352 7<sup>th</sup> Avenue, Suite 739, New York, NY 10001

**Registration Deadline: Noon – January 16, 2013**

**Speakers:**

Heidi Garfield, Shutterstock, Inc.: Heidi Garfield is Corporate Counsel at Shutterstock, Inc. Prior to joining Shutterstock, Heidi was an associate in the Intellectual Property & Technology Group at Greenberg Traurig LLP for nearly six years. In that role, she counseled clients on the protection and enforcement of intellectual property rights and brand management, including trademarks, copyright, anti-counterfeiting, trade dress, civil enforcement, portfolio management, litigation and domain names. Prior to joining Greenberg Traurig, she was an associate in the Litigation Group at Sidley Austin LLP for two years. Heidi graduated from Washington University School of Law.

Jeanne Hamburg, Norris McLaughlin & Marcus: Jeanne Hamburg is a Member of the firm Norris McLaughlin & Marcus, P.A. and Chair of the firm's Internet Law Group. She focuses on all aspects of copyright and trademark law, including litigation and transactional work. Resident in the New York Office, she assists clients in a broad range of industries with

their IP needs. Jeanne litigates copyright, trademark and cybersquatting through trial, recovers domain names for clients under Uniform Domain Dispute Resolution Proceedings, prosecutes and defends opposition and cancellation proceedings before the Trademark Trial and Appeal Board. Her practice also includes advising on trademark and copyright licensing, IP aspects of mergers and acquisitions and trademark clearance, prosecution and enforcement, particularly with issues arising from the Internet, a topic on which she is a frequent speaker. Jeanne is active in the International Trademark Association and presently serves as Vice Chair of INTA's Law Firm Committee. She received a B.A. from Wellesley College and a J.D. from Columbia University School of Law, where she was an editor of the *Columbia Law Review*.

Sacha Tarrant, NBA Properties, Inc.: Sacha Tarrant is the Director of Digital Rights Strategy & Enforcement at NBA Properties, Inc. in New York, where he manages on a worldwide basis the protection and enforcement of intellectual property rights on digital platforms belonging to the National Basketball Association (NBA), the Women's National Basketball Association (WNBA), the National Basketball Association Development League (NBA D-League) and USA Basketball. His specialties include digital copyright and trademark enforcement, domain name related matters, social media issues, and internet and mobile technology. Sacha joined NBA Properties in November 2006. Prior to joining the NBA, Sacha managed online enforcement programs at Corbis, Inc. and Electronic Arts, Inc.

Moderator:

Eleanor M. Lackman, Cowan DeBaets Abrahams & Sheppard: Eleanor Lackman is a Partner at the IP, media and entertainment boutique Cowan DeBaets Abrahams & Sheppard LLP. She assists clients in navigating the waters of the evolving areas of copyright, trademark, entertainment and media law to best serve their business interests, including representing clients in litigation in trial and appellate courts, negotiating license agreements and advising on trademark prosecution strategy. Eleanor frequently advises clients in the content and distribution industries on complex matters relating to IP and new technologies. Prior to joining Cowan DeBaets, she worked for Hogan Lovells, Arnold & Porter and Loeb & Loeb. She is an Officer and Trustee of the Copyright Society of the U.S.A., and a member of INTA's Internet Committee, the Board of Advisors of the Fordham Center on Law and Information Policy and the Recording Academy. Eleanor received a B.A., *magna cum laude*, from Rollins College and a J.D. from Fordham University School of Law, where she was a recipient of the Hon. Milton Pollack Fellowship.

We hope that you will join us for this event, as well as share this email to your colleagues who may be interested in the program topic.

Very truly yours,  
Craig Mende  
Joseph Petersen  
Chapter Co-Chairs

## THE COPYRIGHT SOCIETY OF THE USA

<b>Return This Form To:</b> 352 Seventh Avenue, Suite 739 New York, NY 10001 Telephone: (212) 354-6401 Fax: (212) 354-2847 Email: amy@csusa.org	<b>Event:</b> Look Before You Tweet (or Post, or Pin): Copyright Enforcement (or not) in Social Media Tuesday, January 22, 2013 NOON The Princeton Club 15 West 43 <sup>rd</sup> Street, New York, NY 10036-7497
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(There are a limited number of seats for full time students. Requests are taken in the order they are received.)

\* Deadline is noon on 1/16/2013

I am not a member of the Copyright Society but would like to be added to the email list.

**Special Meal Request:**  Vegetarian     Vegan     Dessert-Fruit Cup  
 Kosher (Minimum 4 business days advance notice)

**Cancellation/Refund Policy:** No refunds or credits issued for cancellations 4 business days before the event. Registrations are transferable.

**Additional Registrants:**

First Name	Last Name	Email

## **Scholarship / Financial Hardship Policy**

A limited number of scholarships are available to judges, law clerks, law professors, law students, attorneys, pro bono attorneys and paralegals who work for nonprofit organizations, legal service organizations or government agencies, recent graduates not yet employed, and unemployed attorneys who must take CLE courses in order to meet their state requirements.

All requests must be made in writing accompanied by a completed registration form. No more than three requests per person will be considered in any one year. Requests should describe the applicant's interest in the topic and justification for a waiver of fees.

Requests should be accompanied by a recommendation from an instructor in the case of students, or supervisors in the case of law clerks or paralegals.

Requests and scholarships are not transferable. Approval will be based on need and funds available on a first come first served basis. If approved, the scholarship will result in a waiver of the course fees for the specific program application. To apply, please send your request, in writing, prior to the reservation form deadline. Students must submit a copy of their student identification cards.

All requests for scholarships should be sent to: The Copyright Society of the U.S.A, Please call (212) 354-6401 or e-mail [amy@csusa.org](mailto:amy@csusa.org).