

CONFERENCE

21st Annual Intellectual Property Law Conference 2018

Trends and developments IP counsel, business lawyers and litigators must know

Join leading intellectual property lawyers to analyze these hot topics in IP law:

- Learn how to avoid common and not-so-common traps in marketing and advertising
- Survey recent developments in privacy laws, including the growing tensions between the US and EU approach to the protection of personal data
- When dealing with fine art and other creative works, what are the important issues that IP and business attorneys need to address, and what are the best ways of addressing them?
- Catch up on the latest IP issues in sports, including athletes' publicity rights and the protection of team and event logos
- What do you need to think about when licensing IP in or out? And what are the best strategies to protect your client's interests?
- Video games and interactive games have become big industries with big IP issues. What do you need to know to advise gaming clients?
- Blockchain technology underlies the exciting field of crypto-currencies. How should a company that may be considering an "Initial Coin Offering" obtain a solid foundation for its IP?

Agenda

- IP in Marketing and Advertising
- IP in Personal Information—A Privacy Law Update
- IP in the Art World
- IP in Sports
- IP in Transactions—Hot Topics in Licensing
- IP in Games and Interactive Media
- IP in the Emerging Blockchain-Driven Economy
- "Ask the Experts" Q&A Forum

Faculty

Timothy M. Murphy, Esq., *Sunstein Kann Murphy & Timbers LLP, Boston*, Cochair; Howard G. Zaharoff, Esq., *Morse, Barnes-Brown & Pendleton, PC, Waltham*, Cochair; Peter J. Caruso II, Esq., *Prince Lobel Tye LLP, Boston*; Michael J. Cavaretta, Esq., *Morse, Barnes-Brown & Pendleton, PC, Waltham*; Giovanna H. Fessenden, Esq., *Hamilton, Brook, Smith & Reynolds, PC, Concord*; Hannah H. Freeman, Esq., *Ropes & Gray LLP, Boston*; Stacey Carrara Friends, Esq., *Ruberto, Israel & Weiner, PC, Boston*; Steven H. Gans, Esq., *Prince Lobel Tye LLP, Boston*; David A. Kluff, Esq., *Foley Hoag LLP, Boston*; David M. McIntosh, Esq., *Ropes & Gray LLP, Boston*; Amanda Schreyer, Esq., *Morse, Barnes-Brown & Pendleton, PC, Waltham*; Kent D.B. Sinclair, Esq., *CIPP/US, Sinclair Law LLC, Beverly*

Materials

The materials for this program include a faculty-prepared program book.



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Dates & Locations

BOSTON

Thursday, June 14, 2018
12:00 noon–5:00 pm

MCLE Conference Center,
10 Winter Place, via Winter Street
Program Number: 2180153P01

LIVE WEBCAST

Thursday, June 14, 2018
12:00 noon–5:00 pm

Register at www.mcle.org
Program Number: 2180153WBC

RECORDED WEBCAST

Thursday, June 28, 2018
9:00 am–2:00 pm

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Program Number: 2180153RBC

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To reserve seating and written materials, please register in advance of the program.

Upon registration, MCLE will e-mail a confirmation. Please check in with the registrar on the day of the program.

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If your plans change

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Attorneys with financial need who certify that they are unable to attend a program without financial aid may request a partial tuition scholarship in confidence by writing or emailing scholarships@mcle.org at least two weeks in advance of the program.

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 - 6-10 250
 - 11-25 500
 - 26-75 1,000
 - 76-150 \$ 2,500
 - 151-250 3,500
 - 251+ 4,500