

Digital Media – The Challenges of Managing Multi-Platform Legal Issues



Wednesday, June 4, 2014
11:30 a.m. – 6:00 p.m.

The Kitano New York
66 Park Avenue, East 38th St.
New York, NY 10016

11:30 a.m. – Registration

12:00 p.m. – 1:00 p.m. – Lunch

12:00 p.m. – 12:05 p.m. – Opening Remarks

12:10 p.m. – 1:00 p.m. - Digital Media Strategies: A Discussion Between In-House and Outside Marketing Experts

Panelists: Dan Bollin, VP, Strategy Director, Publicis Kaplan Thaler
Heather Dahill, Director, North America Marketing, Digital Partnerships and Branded Content & Chief Operating Officer - Women & Co., Citigroup Inc.

Moderated by: Jane Pollack, Director, Associate General Counsel, Citigroup Inc.

1:15 p.m. - 2:15 p.m. – Digital Marketing Best Practices: The Dos and Don'ts

Panelists: Jami Gekas, Partner, Trademark, Copyright & Advertising Practice
Susan Goodhue, Senior Director, Legal, LinkedIn
Sofia Rahman, Associate General Counsel, Social Media, Citigroup Inc.
Michael Sapherstein, Assistant Chief Counsel, Marvel Entertainment, LLC

Moderated by: Sara Blotner, Associate General Counsel, O&T and IP Law Group, Citigroup Inc.

[Panel facilitated by: Katherine Califa, Associate, Trademark, Copyright & Advertising Practice]

This panel will discuss best practices for safeguarding your company's brand and reputation while dealing with the constant pressure to innovate in marketing and advertising.

- User-generated content: managing IP while encouraging customer engagement
- Digital Agreements
- Managing endorsement and testimonials
- Employee social media policies
- Trademark clearance
- Response and remediation plans for negative blogging

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2:25 p.m. – 3:25 p.m. – Privacy and Security Compliance for Digital Media

Panelists: **Charulata Shah**, Assistant General Counsel, Health Care Service Corporation (Blue Cross Blue Shield IL, MT, NM, TX, OK)
David Strauss, Vice President and Associate General Counsel, Experian Information Solutions, Inc.

Moderated by: **Chanley Howell**, Partner, Privacy, Security & Information Management Practice

[Panel facilitated by: Peter Sanborn, Associate, Privacy, Security & Information Management Practice]

This panel will discuss the challenges of avoiding inadvertent exposure to proprietary information when using digital/social media.

- Recent trends/reports to watch (FTC's movement in the space, White House Big Data Report, others)
- Mobile-specific considerations and issues
- Big Data: Friend or Foe
- Preparing for and responding to security breaches
- Framework for a privacy compliance program

3:25 p.m. – 3:50 p.m. - Break – Networking Opportunity

3:50 p.m. – 4:50 p.m. – Infringed: Trademark and Copyright Enforcement in the Digital Age

Panelists: **Dawn Atlas**, Vice President Enforcement and Assistant General Counsel, Calvin Klein, Inc.
Stacey Berg Keller, Assistant General Counsel, O&T & IP Law Group, Citigroup Inc.
Gillian Lusins, Senior Vice President, Intellectual Property Counsel, NBCUniversal Media, LLC

Moderated by: **Jonathan Moskin**, Partner, Trademark, Copyright & Advertising Practice

[Panel facilitated by: Tricia Schulz, Senior Counsel, Trademark, Copyright & Advertising Practice]

This panel will discuss trademark and copyright enforcement in the digital era, including:

- Types of infringement and initial considerations in deciding when to enforce
- Enforcement Strategies: When you or your client's rights are infringed
- Response Strategies: When you or your client is the alleged infringer
- New challenges and recent developments in litigation and the digital age

4:50 p.m. – 5:00 p.m. – Closing Remarks

5:00 p.m. – 6:00 p.m. – Reception – Networking Opportunity