

MANAGING TRADEMARK AND COPYRIGHT RISK FOR ONLINE EDITIONS

Editing magazine websites and online magazines has never been easy. Now more than ever there is the responsibility of protecting your magazine's rights in the publication titles, conferences, and merchandise, getting rights to use freelance and subscriber content, and taking action against unauthorized copying of your content.

This presentation will help you meet your deadlines while getting more from your legal counsel. Combining briefings and scenarios, it will cover:

- ✓ Keeping your trademarks current with "mission creep" into online publishing and non-publishing activities, such as conferences, video, and merchandise
- ✓ Using the DMCA to manage copyright risk from posts by bloggers and users
- ✓ What to do about cyber-squatters, trademark dilution, search engine key words, and Second Life
- ✓ Safeguarding your trademarks and copyrights from partners and third parties in the U.S. and in other countries
- ✓ Tips for working with legal counsel

Speaker: Mark Traphagen is a Washington, D.C. lawyer who has advised clients on copyrights, trademarks, and related areas in media, entertainment and the arts for over 20 years. His clients have included publishers, cable television channels, software and DRM developers, motion picture and video distributors, music publishers, authors, and documentary film producers. Mark is special counsel to the International Anticounterfeiting Coalition, was active in Congressional enactment of the Digital Millennium Copyright Act (DMCA), and was a consultant for Court TV's "Choices and Consequences" program. Mark can be contacted at mark.traphagen@traphagenlaw.com.

for:	Online Editors and those responsible for Online Content
date:	Friday, April 25, 2008
time:	9:00 a.m. to 12:00 p.m. (<i>A continental breakfast will be served.</i>)
place:	MPA Conference Center, 810 Seventh Avenue, 24 th Floor, New York City (Between 52 nd and 53 rd Streets)
fee:	MPA member companies \$225 per person; Nonmember companies \$425 per person. Group discounts available.



MPA CareerTrack 2008 Registration Form
MANAGING TRADEMARK AND COPYRIGHT RISK FOR ONLINE EDITIONS
 MPA Conference Center
 810 Seventh Avenue (bet. 52nd and 53rd St.), 24th Floor
 New York, NY 10019

Three Ways to Register:

- Online www.magazine.org/careertrack
- By Fax (212) 371-3165
- By Mail Magazine Publishers of America
 810 Seventh Avenue, 24th Floor, New York, NY 10019

Session is 9:00 am to 12:00 pm. Breakfast will be served at 8:30am.

April 25 **MANAGING TRADEMARK AND COPYRIGHT RISK FOR ONLINE EDITIONS**

Registration fee includes networking breakfast and course materials.

	SESSION	GROUP*
<input type="checkbox"/> MPA Members	\$225 per person	\$195
<input type="checkbox"/> Nonmembers	\$425 per person	\$395
<input type="checkbox"/> *Group	Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration.	

Questions/more information: Call MPA Events at (212) 872-3755 or e-mail mpaevents@magazine.org.

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