

CITY BAR CENTER FOR CLE

UNDERSTANDING & COMPLYING WITH SWEEPSTAKES, PROMOTIONS & MARKETING LAWS

Friday, February 12, 2010 / 9:00 a.m. to 12:30 p.m.

More and more companies are using the promotional tools including sweepstakes, skill contests, and hybrid versions thereof. The rise of user-generated contests and mobile marketing vehicles, with their rapidly changing rules, equally fast-morphing laws on children's marketing, and privacy issues raise thorny questions for the practicing bar.

In this program, experts in the field will address the critical issues that arise when offering games and other promotions relevant to today's marketplace.

Topics to be discussed include the laws governing sweepstakes and skill contests, user-generated content, mobile marketing, drafting official rules and disclosures, use of intellectual property, children's marketing and developments in litigation, legislative, and regulatory areas.

Program Chair

Edward M. Kabak
Chief Legal Officer
Promotion Marketing Association, Inc.

Faculty

Nancy J. Felsten
Davis Wright Tremaine LLP

Joseph J. Lewczak
Davis & Gilbert LLP

Scott A. Schleifstein
Cohen Silverman Rowan LLP

Terri J. Seligman
Manatt Phelps & Phillips LLP

Melissa Landau Steinman
Venable LLP

John T. Um
Loeb & Loeb LLP

Sponsoring Association Committee:
Consumer Affairs, Annie Urgulayan, Chair

Agenda

- 9:00–9:25 **Structuring Sweepstakes & Contests**
Terri J. Seligman
- 9:25–9:50 **The Official Rules & Covering the Contingencies**
Scott A. Schleifstein
- 9:50–10:15 **Mobile Marketing**
Melissa Landau Steinman
- 10:15–10:40 **Litigation, Legislative & Regulatory Developments**
Edward M. Kabak
- 10:40–10:50 **Questions & Answers**
- 10:50–11:00 **Break**
- 11:00–11:25 **User-Generated Content**
Joseph J. Lewczak
- 11:25–11:50 **Children's Marketing**
John T. Um
- 11:50–12:15 **Intellectual Property Issues**
Nancy J. Felsten
- 12:15–12:30 **Question & Answers**



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