



Volunteer Lawyers for the Arts
Presents

**Social & Legal Issues in Fashion Series:
Embodied Branding and Self-Identity**

Date: Tuesday, September 21st, 2010 6:00-8:00 p.m.

Location: Skadden, Arps, Slate, Meagher & Flom LLP
4 Times Square, New York, NY 10036

***2.0 CLE Credits, 1 Professional Practice and 1 Skills, (Approved for Non-Transitional and Transitional Attorneys)**

This second workshop in a four part series examines the strategic conceptualization and creation of your personal brand, the way in which you communicate your product to consumers. Our bodies and identities, like products, are produced, presented, and marketed, as we transform ourselves into brands personified. Anna E. Akbari, Ph.D., discusses the sociological perspective of body branding via tattoos; designer logos; the consumer-demand for customization; and the rise of multi-sensory branding. Elena M. Paul, Esq., will look at the topic from a legal perspective touching on how to use the law to assist in the creation and protection of your brand.

To register, please complete this registration form. **All registration fees are non-refundable.** Please note, you are not registered until full payment is received. You will receive a confirmation email approximately one week prior to the class. For more information, please call Kathleen Mallaney at 212.319.2787 x12

<p>Registration Fees: (There is an additional \$10 fee if you register the day of the class)</p> <p><input type="checkbox"/> Arts Professional VLA Member: \$25 <input type="checkbox"/> Arts Professional Non-Member: \$35 <input type="checkbox"/> Full-Time Student: \$20 (must bring valid student I.D. to class) <input type="checkbox"/> Legal Professional VLA Member: \$130 <input type="checkbox"/> Legal Professional Non-Member: \$150 <input type="checkbox"/> Additional individuals from the same start-up organization may register for an additional \$25 each</p>	<p>Instructors:</p> <p>Anna E. Akbari, Ph.D. Closet Catharsis</p> <p>Elena M. Paul, Esq. VLA Executive Director</p> <p>Please see reverse for additional biographical information.</p>		
<p>Name: _____ <input type="checkbox"/> Legal Professional <input type="checkbox"/> Artist <input type="checkbox"/> Organization</p> <p>Phone: _____ E-mail: _____</p> <p>Address/ City/ State/ Zip: _____</p> <p>Organization: _____ Workshop Date: _____</p>			
<p>Payment Type:</p> <p><input type="checkbox"/> Check: Please mail form along with check payable to "Volunteer Lawyers for the Arts" to our address below</p> <p><input type="checkbox"/> Credit Card: Please provide info below & fax to 212.752.6575, or mail to our address below</p> <p><input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa</p> <table border="1" data-bbox="1218 1774 1503 1877"> <tr> <td>Internal Use Only</td> </tr> <tr> <td>Amt Paid: \$ _____</td> </tr> </table> <p>Card# _____ Exp. Date: ____/____/____ Signature: _____</p>		Internal Use Only	Amt Paid: \$ _____
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How did you hear about this class? Facebook Myspace Twitter VLA e-blast VLA Website Other _____



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Instructor Bios:

Anna E. Akbari Ph.D., teaches in the department of Media, Culture, and Communication at New York University. Her research interests include visual and virtual self-presentation, mediated identity, fashion studies, visual culture, and body politics. She is the founder of Closet Catharsis, her wardrobe consulting company. In addition, she is currently working on several book projects and is a freelance marketing consultant.

While attending graduate school, she co-founded Brainwright, a New York-based business that connected skilled, working arts and humanities professionals with students of all ages and levels for private coaching. A former Peace Corps volunteer in the Dominican Republic, Ms. Akbari founded and managed the Mao Foundation for Bellas Artes, a nonprofit music foundation which raised scholarship money to train Dominican piano students as teachers. She also has a background in theater. A graduate of Interlochen Arts Academy, she has recorded radio voice-overs, taught numerous children's theater workshops, performed in a variety of theatrical productions, and is the former host of Manhattan Neighborhood Network's "Ranting and Raving Reviews," on which she interviewed celebrities like Ben Kingsley and Jennifer Connelly.

Ms. Akbari received her Ph.D. in Sociology from The New School for Social Research, holds an M.A. in Liberal Studies from The New School, and a B.A. in Religious Studies and Middle Eastern Studies from NYU. She is the recipient of the NYU Prize in Religious Studies, the New School University Fellowship, and the Discover Card Tribute Award.

Elena M. Paul, Esq., is the Executive Director of the Volunteer Lawyers for the Arts (VLA), the leading provider of pro bono legal services, educational programs, and advocacy to the arts community. In addition to overseeing VLA's programs and services, Ms. Paul counsels and represents artists and arts organizations, specializing in corporate and contractual matters. She also serves as development consultant for various cultural and arts projects in addition to television, film and theatrical productions. Ms. Paul creates many of VLA's original programs, including the VLA Clinic; the Statewide Service Initiative; the VLA Legal and Business Boot Camp for Arts Professionals; and Ask the Lawyer. Ms. Paul lectures nationally on a variety of arts and entertainment topics, including contracts for arts professionals, intellectual property, fundraising and institutional development, creating nonprofit, tax-exempt corporations, and forming for-profit arts businesses. Ms. Paul serves as an Adjunct Professor at the New York Film Academy as well as the Brooklyn Law School. She also serves on the Board of the Friends of the French Culinary Institute and was appointed to the Art Collection Advisory Committee for Davidson College.

Prior to joining VLA, Ms. Paul was the Executive Director of Washington Area Lawyers for the Arts (WALA). Ms. Paul also counseled and represented clients at WALA, specializing in corporate and contract matters. In 1998, she restructured WALA's client services into a clinical format and expanded the law student internship program to include client representation, legal research and writing opportunities. Before joining WALA in August 1998, Ms. Paul acted as University Counsel in the Office of the President at the University of Maryland, College Park. In that position, Ms. Paul was responsible for the legal aspects of all of the University's major transactions, contracts, construction, and real estate projects, including handling the largest procurement to date in the State of Maryland (\$750 million). Prior to this position, Ms. Paul served as an attorney at two major national law firms in DC, Patton Boggs and Bryan Cave, where she practiced corporate and real estate law.

Ms. Paul grew up in Gainesville, Florida and graduated from the Gainesville Public High School. She received her Bachelor of Arts in Economics from Davidson College, phi beta kappa, and her Juris Doctor from Harvard Law School. In 2000, Ms. Paul was elected to serve as a Wasserstein Public Interest Fellow at Harvard Law School.