



Understanding the Intellectual Property License: Fashion, Arts, Entertainment & Sports

Registration Form

Date and Time: Thursday, May 26, 2011, 10am - 5pm

Location: TBD

Fees: Artists, Arts Organization Representatives, and Full-time Students

\$150 Artists and Arts Organizations

\$ 75 Full-time Students

Lawyers

\$ 399 Attorneys

***6.0 CLE Credits Available (3 Professional Practice, 3 Skills)**

Transitional and non-transitional credits (newly admitted attorneys qualify).

All You Can Learn Pass Holders

\$ 35 Full-time Students

\$ 125 Artists and Arts Organizations

\$ 299 Attorneys

CLE Financial Hardship Policy: Full and partial scholarships to attend VLA's Continuing Legal Education (CLE) programs are available to attorneys with demonstrated financial hardship. For more information on our policy and requirements, please view <http://www.vlany.org/education/financialaid.php>, or call Ben Brandow at 212.319.2787 x14.

Due to the limited number of attendees, you must register for the program in advance and receive confirmation of your registration and location details from VLA. Registration fees are non-refundable. Space is limited. Please register early as programs tend to sell out. You will receive a confirmation email one week prior to the scheduled workshop. Questions? Please call Dena Bouchard at 212.319.2787 x18.

Name: _____ Artistic Discipline: _____

Phone: _____ Email: _____

Address: _____

Organization: _____ Fee Enclosed \$ _____

Please make checks payable to VLA, or pay by using MasterCard, Visa, Discover or AMEX

CC# _____ Exp Date: _____ / _____ Signature _____

Mail Form and Fee To:
VLA / Licensing Workshop
1 East 53rd Street, 6th Floor
New York NY 10022

Or fax to: 212.752.6575



Understanding the Intellectual Property License

Panelists:

Matthew T. Kaplan, Esq.
Music and Entertainment Law Attorney

Barbara Kolsun, Esq.
General Counsel of Stuart Weitzman, LLC

Andy Lee, Esq.
*Principal of ALL Counsel & Consulting
Former General Counsel, New York Jets*

Elena M. Paul, Esq.
Executive Director of VLA

And others...

VLA is pleased to announce a new course about the legal and business aspects of licensing intellectual property in fashion, arts, entertainment and sports. Licensing offers valuable economic and strategic opportunities. Virtually every creator as well as arts and cultural organization today is faced with licensing opportunities both as the owner (licensor) and potential licensee of intellectual property. Understanding licensing has never been more important for these individuals, organizations and their counsel. This workshop will give an overview of, and tips for, negotiating and drafting effective license agreements to address the common concerns and meet the goals of both licensors and licensees. Various issues arising out of contractual arrangements will be addressed from the perspective of both parties. Our panels will be structured around the types of assets being licensed (trademarks, copyrights, etc.) and will focus on the type of clients/ arts businesses who typically license these assets.

Licensing Panels:

- Trademark: Focus on Fashion and Cultural/Arts Organizations
- Copyright: Focus on Music, Film and Visual Arts
- Personal & Product Endorsements: Focus on Actors, Athletes and Models
- Q & A—Negotiating Strategies, Current Trends and Seminal Cases

VLA is a nonprofit legal service organization supported in part with public funds from the National Endowment for the Arts, the New York State Council on the Arts, a State Agency, and the New York City Department of Cultural Affairs and by generous gifts from law firms, corporations, foundations and individuals.

Date: Thursday, May 26, 2011

Time: 10am – 5pm

Location: TBD

Note: You must register before 2pm on May 25, 2011 to attend this event. No late registrations accepted.

For more information, please call Dena Bouchard at 212.319.2787 x18.