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## Symposium on Intellectual Property Licensing

New York Law School

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**WE ARE NEW YORK'S LAW SCHOOL**

# Symposium on Intellectual Property Licensing

The Institute for Information Law and Policy invites you to attend the annual Symposium on Intellectual Property Licensing.

Friday, March 7, 2014 • Room W320

**9:00 a.m.–9:30 a.m.**

## **Hot Topics in Intellectual Property**

A panel discussion moderated by Professor Ari Waldman with the participation of the IP Licensing faculty.

**9:30 a.m.–10:15 a.m.**

## **Character Licensing**

Professor Jay Kogan (Vice President of Business & Legal Affairs and Deputy General Counsel for DC Entertainment for DC Comics and *MAD* magazine) discusses the legal protections available to characters and examines the objectives of character licensors and licensees.

**10:15 a.m.–11:00 a.m.**

## **Patent Licensing and Beyond—Other Approaches and Current Trends in Monetizing Patent Assets**

Professor Abraham Kasdan '85 (Partner, Wiggin & Dana, LLP) presents the pros and cons of patent licensing and explores other recent approaches to obtaining value for your patent assets.

**11:00 a.m.–11:15 a.m. Break**

**11:15 a.m.–Noon**

## **Trademark Licensing in the Fashion Industry**

Professor Karen Artz Ash '80 (National Co-chairperson of the Intellectual Property Department at Katten Muchin Rosenman, LLP, and Chairperson of its National Pro Bono Committee)

A presentation describing the significant role of IP licensing in the fashion industry and the approach taken in class to develop a business and legal understanding of each agreement and the implementation of its terms.

**12:00 p.m.–12:45 p.m.**

## **Motion Picture Licensing in a Digital World**

Professor Larry Sapadin (Vice President of Business and Legal Affairs at Entertainment One U.S.) provides an overview of the life cycle of an item of intellectual property and the complexities of licensing in an increasingly fragmented digital marketplace.

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Attendance is required for members of the Intellectual Property Licensing and Drafting Course. The Symposium is open to the New York Law School community on a first-come, first-served basis.

**Seating is limited. RSVP by March 1, 2014 to Naomi Allen at [naomi.allen@nyls.edu](mailto:naomi.allen@nyls.edu).**