

10-14-2008

IP SURPRISE! IP in Unconventional Industries (Hotels)

New York Law School

IP SURPRISE!

IP in Unconventional Industries

October 14, 2008 | 5:00–6:00 p.m. | 40 Worth Street, Room 706

Everyone knows what the “intellectual property industries” are—or do they? Intellectual property today plays a leading role in some unexpected areas. Today’s hoteliers and sommeliers need to know their trademarks and copyrights; game designers and golfers are playing with patents. The Institute for Information Law & Policy at New York Law School presents IP Surprise!—a lecture series about the new intellectual property industries.

HOTELS

“From Reservation to Check-out: Intellectual Property in the Hotel Industry”

Lecture by Lisa Cantos
Vice President & Associate General Counsel
Starwood Hotels & Resorts Worldwide, Inc.

Lisa Cantos is Vice President & Associate General Counsel at Starwood Hotels & Resorts Worldwide, Inc. She has worked at Starwood since July 2004, and supports Starwood’s information technology, Web, and interactive marketing groups along with its nine hotel brands and the Starwood Preferred Guest loyalty program. Her varied responsibilities include technology and intellectual property licensing, managing software development processes, and counseling on brand initiatives and Web site, interactive marketing, and other new technology issues. Lisa previously worked for Weil, Gotshal & Manges LLP in their Trade Practices & Regulatory Law department (which is now a part of their Litigation department), and is a 1999 graduate of Georgetown University Law Center. She graduated from Tufts University in 1996 with a B.A. in Political Science and a Computer Science minor.

Attendance is open to the public and the New York Law School community on a first-come first-served basis. Seating is limited. Please RSVP to Naomi Allen at naomi.allen@nyls.edu.

