

4-17-2012

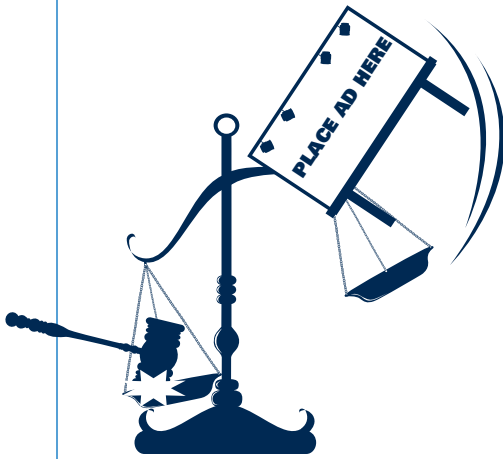
## Advertising and Media Law Spring Rush Are YOU In?

New York Law School



presents:

# Advertising and Media Law Spring Rush Are YOU In?



Tuesday, April 17, 2012 starting at 1:00 p.m.  
Events Center, 2nd Floor  
New York Law School, 185 West Broadway

In this day and age advertising and media surrounds each and every one of us. In fact, at this very moment, you are the target of an advertisement. Don't be left in the dark!

Join the Advertising and Media Law Group at our annual event, as we explore some of the most prevalent and interesting advertising and media law topics facing the industry today. Are you in?

## **1:00 p.m. – Understanding the Many Facets of Social Media and Its Effect on Businesses Today**

- Brian R. Chase, General Counsel, Foursquare Labs, Inc.
- Tom Chernaik, CEO, CMP.LY
- Kathryn Farrara, National Advertising Division
- Liisa Thomas, Winston & Strawn

## **2:30 p.m. – Negotiating Talent Contracts for Advertising and Media Purposes**

- Annmarie Cullen, Director of Integrated Business Affairs, Anomaly
- Jennifer Estabrook, Executive Vice President Business Operations, Fila
- Brian Murphy, Frankfurt Kurnit Klein & Selz

## **3:45 p.m. – Behavioral Tracking: Who's Watching You and How Do They Do It?**

- Stephen Kline, Senior Counsel, Omnicom
- Ted Lazarus, Senior Counsel, Google
- Caroline McCaffery, General Counsel, Sailthru
- Sal Tripi, AVP Digital Operations & Compliance, Publisher's Clearing House

## **5:00 p.m. – Networking Reception**

**3 CLE credits available! Please RSVP to Naomi.Allen@nyls.edu by Tuesday, April 10.**

For the most up-to-date information, please visit our AdNauseum Blog at:

<http://www.adnauseumblog.org/events/> or e-mail us at [AdNauseumNYLS@gmail.com](mailto:AdNauseumNYLS@gmail.com).