

11-11-2008

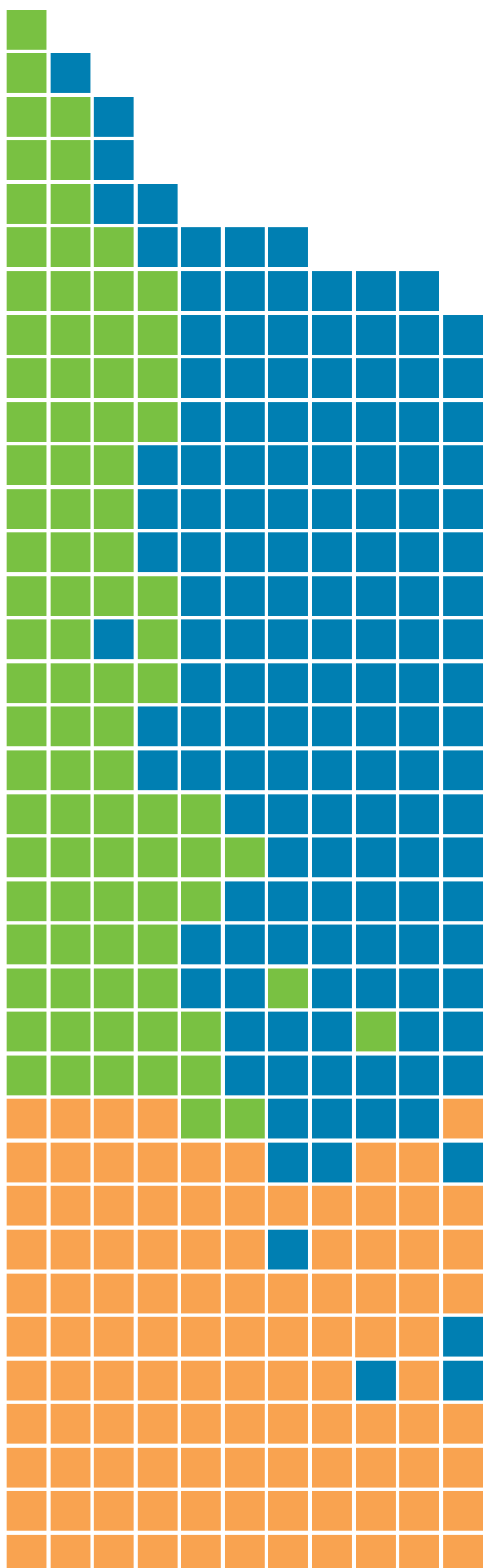
Advertising and Games: Emerging Issues

New York Law School



in conjunction with
**the Committee on Publicity, Privacy and Media
of the New York State Bar Association's
Entertainment, Arts and Sports Law Section**
present:

Advertising and Games: Emerging Issues



Advertising in games is rapidly becoming as prevalent as advertising has historically been in film and television. This business, which emerged just a few years ago, is expected to grow to more than one billion dollars in 2010. Our distinguished panelists will discuss the principal emerging business and legal issues in this rapidly growing industry, including the types of advertising in games, the parties involved, and how success is measured and paid for by the principal players.

Panelists include:

Sean Kane, Principal and Manager of Intellectual Property Practice Group, Drakeford & Kane LLC

Maria Mandel, Senior Partner and Executive Director of Digital Innovation, Ogilvy & Mather Worldwide

Adam Sultan, General Counsel and Senior Vice President of Business and Legal Affairs, Majesco Entertainment Company

Moderated by **Dr. S. Gregory Boyd**, Adjunct Professor at New York Law School and Attorney at Davis & Gilbert LLP

Tuesday, November 11, 2008

7:00–8:00 p.m.

Wellington Conference Center

Come early and stay after the program for refreshments and networking.

RSVP to naomi.allen@nyls.edu.