

2-5-2009

Advertising and Games: Emerging Issues

New York Law School



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

Advertising and Games: Emerging Issues

Thursday, February 5, 2009

7:00–8:30 p.m.

Wellington Conference Center

Advertising in video games is rapidly becoming as prevalent as advertising has historically been in film and television products. This business, which emerged just a few years ago, is expected to grow to more than \$1 billion in 2010. Our distinguished panelists will cover the principal emerging business and legal issues in this rapidly growing industry. The discussion will include the types of advertising in games, the parties involved, and how success is measured and paid for by the principal players.

Panelists include:

Ian Ali, National Sales Manager, Massive Inc.

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

Sean MacPhedran, Director of Creative Strategy, Fuel Industries

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

Organizers:

Vejay Lalla, Co-chairman, NYSBA Publicity, Privacy, and Media Committee, and Attorney at Davis & Gilbert LLP

Andrew Seiden, Co-chairman, NYSBA Publicity, Privacy, and Media Committee, and Partner at Curtis, Mallet-Prevost, Colt & Mosle LLP

Brian Pyne, Student Research Fellow, Institute for Information Law & Policy

Light refreshments will be served.

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