

Why Attend?

Learn from experts.

- **Dana Jewell** is Counsel for Dell Inc. (Round Rock, Texas). She is a member of the trademark and copyright group of Dell's legal department. Dana is a trademark and copyright specialist with a particular interest in the developing IP issues related to social media, and she has an extensive litigation and enforcement background.
- **Peder Magee** is a Senior Attorney in the Federal Trade Commission's Division of Privacy and Identity Protection (Washington, D.C.). Peder works on a variety of policy and litigation matters, including online behavioral marketing, and was the primary author of the staff report on the FTC's self-regulatory principles for behavioral advertising. From 1999–2004, Peder served as Senior Attorney Advisor to Commissioner Mozelle Thompson during which time he worked on consumer protection and competition matters. He also worked as Attorney Advisor to Commissioner Jon Leibowitz from 2004–2005.
- **Timothy Rank** is an Assistant United States Attorney assigned to the Fraud and Public Corruption Section of the United States Attorney's Office for the District of Minnesota, where he prosecutes economic crime cases and is the office's primary cybercrime prosecutor. Mr. Rank is the Computer Hacking and Intellectual Property Coordinator for the Minnesota US Attorney's Office, and in that capacity advises law enforcement on issues involving cybercrimes and other investigations involving electronic evidence and regularly provides training in this area to police and prosecutors.
- **Our entire top-quality faculty** who will update you on the latest developments that affect your computer and technology law practice.

Leave better equipped to issue-spot, analyze and provide solid recommendations to your clients on matters immersed in the fast-paced world of technology law.

And have a good time while you're at it, enjoying a fun conference atmosphere and networking with clients, potential clients, colleagues and friends.

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2010 Computer & Technology Law Institute

Thursday, October 28, 2010
Minnesota CLE Conference Center



Co-sponsored by Minnesota CLE and the MSBA Computer & Technology Law Section

2010 Computer & Technology Law Institute

8 Information-Packed Sessions

- Get practical know-how on many of today's most significant tech law issues – social media, privacy, cybercrime, intellectual property, antitrust, multijurisdictional practice, and more.
- 6.75 credits, including 1.0 ethics credit (applied for)

An FTC Privacy Expert

A Dell Counsel Focusing on IP-Policing Work in New Media Vehicles

A USDOJ "Cyber Prosecutor"

And more!

Thursday, October 28, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall
Third Floor City Center, Minneapolis

Schedule

8:30 – 8:50 a.m.
CHECK-IN & CONTINENTAL BREAKFAST

8:50 – 9:00 a.m.
WELCOME & INTRODUCTION

9:00 – 10:00 a.m.
The Federal Trade Commission: Current Internet Privacy Enforcement Activities and Priorities

Advances in computer technology make it possible for detailed information about people to be compiled and shared more easily and cheaply than ever. Moreover, that information may well be one of a company's most valuable assets. One of the FTC's privacy experts and chief author of the Commission's behavioral advertising principles provides insights on those principles and discusses other FTC initiatives and enforcement activities in the Internet privacy area.

– *Peder Magee*

10:00 – 11:00 a.m.
Trademarks and Copyrights in a Web 2.0 World – How the Use (and Abuse) of Social Media Impacts Your Business, and What To Do About It

Social media vehicles such as Twitter, Facebook, and YouTube are here to stay and they can generate measurable financial benefit for your companies and clients. However they can also be a double-edged sword by creating the potential for brand impersonation, profile squatting, counterfeiting, keyword abuse, negative commentary, and increased liability associated with marketing campaigns. This session will cover both sides of social media – suggesting ways you can protect your companies' and clients' brands and copyrighted content online when new marketing efforts are proposed, and what to do when you discover the (virtually inevitable) misuse of your clients' marks and content online.

– *Dana C. Jewell*

11:00 – 11:15 a.m.
BREAK

11:15 a.m. – 12:00 p.m.
Cybercrime: New Developments, Enforcement and Tips for Helping Your Clients Avoid the Cybercriminals

Assistant U.S. Attorney (District of Minnesota) Tim Rank talks about the latest developments in cybercrime. You'll leave better understanding the latest trends and DOJ enforcement initiatives, as well as ways for your clients to better protect themselves from these ever-evolving threats.

– *Timothy C. Rank*

12:00 – 1:15 p.m.
LUNCH (boxed lunch provided to all attendees)

12:30 – 1:00 p.m.
Your Essential Tech Update – 2010's Most Interesting & Transformative Consumer Telecom Technologies

0.5 law office management credit (applied for)

Smartphones, streaming video devices, social media, and Google Voice have transformed the technology used for telecommunications. Consumer-tech reporter and blogger Julio Ojeda-Zapata will explain and demonstrate the most interesting and transformative consumer telecom technologies of the last year.

– *Julio Ojeda-Zapata*

1:15 – 2:15 p.m.
The Year in Review: Top 10 Tech Law Developments for 2010 – Including Net Neutrality, Jailbreaks and Gambling (Oh My)

What are some of the most important legal developments over the past year? Two experienced technology lawyers will explain how these developments are—or should be—impacting your legal practice.

– *Christopher R. Hilberg*

– *Damien A. Riehl*

2:15 – 3:00 p.m.
Privacy and Security – A Look Down the Road: Trends, New Requirements & Practical Steps

The year 2010 has been a watershed year in the areas of privacy and security. This seminar will start with a survey of the rapidly changing data privacy and security laws, ranging from Massachusetts' new security standards to recent court rulings on employee privacy. We will then cover practical preventive measures that both attorneys and their clients can adopt to stay ahead of the curve. In addition, you'll leave with sample contract clauses and encryption strategies.

– *Paul H. Luehr*

3:00 – 3:20 p.m.
Special Networking Break

Join your colleagues for hors d'oeuvres and beverages. Chat, relax, network and then join us in the auditorium for the final sessions of the day.



3:20 – 4:05 p.m.
Antitrust for Technology Lawyers: Patents and Beyond

Can the competition statutes of the smokestack era adapt to the smoke and mirrors of the Worldwide Web? How antitrust laws work—or don't—in the modern era of method patents, Internet shopping, and Waxman-Hatch settlements.

– *Bruce H. Little*

– *Thomas F. Pursell*

4:05 – 5:05 p.m.
If It's Tuesday, This Must Be Omaha: Handling the Ethics Issues in Multi-Jurisdiction Practice

1.0 ethics credit (applied for)

Attorneys who represent clients in other jurisdictions have to be careful not to cross the line into the unauthorized practice of law. This seminar will provide a map lawyers can use to avoid crossing into dangerous ethical territory.

– *Eric T. Cooperstein*

Registration / Order Form

2010 Computer & Technology Law Institute

Thursday, October 28, 2010

Minnesota CLE Conference Center

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Planning Committee –

A special thank you to the planning committee for their contributions of time and expertise:

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DATE & LOCATION

Thursday, October 28, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall, Third Floor City Center, Minneapolis

CREDITS
Minnesota CLE is applying to the Minnesota State Board of CLE for **6.75 CLE credits**, including **0.5 law office management credit** for the lunchtime session and **1.0 ethics credit** for the 4:05 – 5:05 p.m. session. The maximum total amount of credits an attendee may claim is **6.75**.

CANCELLATION/NO-SHOW POLICY
Paid registrants who cancel their registration at least 72 hours before the program will receive a full credit on their account; if fewer than 72 hours, a \$25 administrative fee will be deducted. Paid registrants who fail to attend will receive the written materials. Passholders may purchase the materials at 50% of the full retail price.

ACCOMMODATION
If you have a disability and need an accommodation in order to attend, contact Minnesota CLE as soon as possible at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call us at 651-227-8266 or 800-759-8840.

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