



## Intellectual Property

### A Lawyer's Guide to Navigating Intellectual Property in Cyberspace



August 2009—2.5 General CLE credits and .5 Ethics credit

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| CYB09.KCD  | Audio CDs and course materials . . . . .                           | \$135 |
| CYB09.KDV  | DVDs and course materials . . . . .                                | \$195 |
| CYB09.HB   | Course materials . . . . .   | \$35  |
| CYB09.KDR  | DVD rental and course materials (first person) . . . . .           | \$135 |
| CYB09.AVRT | DVD rental and course materials (each additional viewer) . . . . . | \$68  |

Cyberspace has expanded so much over the last two decades that electronic communication is now an integral part of our lives. With this omnipresence comes multiple opportunities for connecting with others via the Internet highway—and for hitting legal speed bumps. This seminar brings valuable information to attorneys and legal professionals about intellectual property issues related to using the Internet—everything from setting up a firm's website to the appropriate (and inappropriate) use of copyright-protected materials belonging to others. Get a refresher course on the fair use doctrine and a review of several cases that address how electronic publication differs from print publication. Learn how the Technology, Education, and Copyright Harmonization (TEACH) Act and the Digital Millennium Copyright Act (DMCA) may intersect with actions undertaken by you or your clients. Also, gain a better understanding of what constitutes lawyer advertising in cyberspace and how Oregon's legal ethics rules apply.

### Intellectual Property Review—Updates and Changes from 2009



March 2010—6 General CLE credits

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| IP10.KCD  | Audio CDs and course materials . . . . .                           | \$195 |
| IP10.KDV  | DVDs and course materials . . . . .                                | \$325 |
| IP10.HB   | Course materials . . . . .   | \$65  |
| IP10.KDR  | DVD rental and course materials (first person) . . . . .           | \$195 |
| IP10.AVRT | DVD rental and course materials (each additional viewer) . . . . . | \$98  |

2009 marked critical changes in intellectual property law. This information-packed seminar focuses on the four cornerstones of intellectual property—patents, copyright, trademarks, and trade secrets. Recent cases that contribute to an ever-changing landscape in patent law are discussed, and copyright experts highlight changes, developments, trends, and new case law. Trademarks topics include an update on fraud in the Trademark Office now that the Federal Circuit has weighed in on this issue. The trade secrets presentation includes new cases regarding duration of enforceability of nondisclosure agreements and security of employee-disclosed secrets. Special guest speaker William C. Rooklidge, Howrey LLP, discusses patent infringement damages and legislative and judicial reform. Cosponsored by the Intellectual Property Section.

### Intellectual Property Review—Updates and Changes from 2010



January 2011—6 General CLE credits

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| IP11.KCD  | Audio CDs and course materials . . . . .                           | \$195 |
| IP11.KDV  | DVDs and course materials . . . . .                                | \$325 |
| IP11.HB   | Course materials . . . . .   | \$65  |
| IP11.KDR  | DVD rental and course materials (first person) . . . . .           | \$195 |
| IP11.AVRT | DVD rental and course materials (each additional viewer) . . . . . | \$98  |

This information-rich seminar provides you with an update on recent changes in intellectual property. Start with a discussion of cases and trends in patent law, followed by a review of trademark decisions from the federal courts and Trademark Trial Appeal Board. Discover strategies you can use to resolve intellectual property disputes and why more IP disputes are settling. End with an update on copyright law. Learn how courts are interpreting the U.S. Supreme Court's ruling in *Reed Elsevier v. Muchnick* and the status of copyright preemption versus implied-in-fact contract claims in the Ninth Circuit. Special presenter Benjamin Glatstein, Microsoft Corporation, discusses the "Future of the Online Search: Life Beyond '10 Blue Links.'" Cosponsored by the Intellectual Property Section.



## Intellectual Property Review—Updates and Changes from 2011



### February 2012—3.75 General CLE credits

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| IP12.KCD  | Audio CDs and course materials . . . . .                           | \$135 |
| IP12.KDV  | DVDs and course materials . . . . .                                | \$195 |
| IP12.HB   | Course materials . . . . .   | \$35  |
| IP12.KDR  | DVD rental and course materials (first person) . . . . .           | \$135 |
| IP12.AVRT | DVD rental and course materials (each additional viewer) . . . . . | \$68  |

2011 marked critical changes in intellectual property law. This information-packed seminar focuses on trademarks, social media, patents, and copyright. Trademarks and social media experts discuss new top-level domain (TLD) options and the risks and opportunities involved, provide a trademarks and keyword advertising update, and explore the role of social media platforms in brand protection. Focus on recent patent case law, including the America Invents Act and advances made in legal epidemiology. The copyright law session delves into recent cases involving copyright and patent misuse, current legislation with SOPA versus OPEN, and the recent implosion of the Righthaven business model. Cosponsored by the Intellectual Property Section.

## What Every Oregon Lawyer Needs to Know About Intellectual Property



### September 2009—3 General CLE or Practical Skills credits

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| OIP09.KCD  | Audio CDs and course materials . . . . .                           | \$135 |
| OIP09.KDV  | DVDs and course materials . . . . .                                | \$195 |
| OIP09.HB   | Course materials . . . . .   | \$35  |
| OIP09.KDR  | DVD rental and course materials (first person) . . . . .           | \$135 |
| OIP09.AVRT | DVD rental and course materials (each additional viewer) . . . . . | \$68  |

“The Congress shall have Power . . . To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries; . . .” —U.S. Constitution, Art. I, Sec. 8, clause 8. Protection for the promotion of “the Progress of Science and useful Arts” has been a cornerstone of this country since it was first organized. “Writings and Discoveries” have since evolved—and virtually every Oregon lawyer deals with intellectual property, whether for a client or for his or her own practice. Lawyers need to be aware of intellectual property basics and have a working knowledge of the fundamentals. Our expert faculty provides you with a general understanding of copyright, trademarks, trade dress, trade secrets, and patents. Learn how to recognize red flags and examine the remedies for infringement or misappropriation. This is a great opportunity for a wealth of information!