



CALIFORNIA LAWYERS ASSOCIATION
INTELLECTUAL PROPERTY LAW SECTION

Earn 5.75
MCLE Credit Hours



2019 IP and the Internet Conference

THURSDAY, JUNE 6, 2019

Luskin Conference Center, UCLA

425 Westwood Plaza

Los Angeles, CA 90095

Sponsored by the
Business Law
Section's Internet
and Privacy Law
Committee

Register Online: www.CALawyers.org/IP

PROGRAM SCHEDULE

Registration

7:30 a.m. – 4:30 p.m.

Continental Breakfast

7:30 a.m. – 8:30 a.m.

Welcome and Opening Remarks

8:30 a.m. – 8:45 a.m.

SPEAKER: Emily Yu, Conference Chair

Can an Open Internet and Copyright Law Co-exist?

8:45 a.m. – 9:30 a.m.



In the wake of the new EU Copyright Directive, the notion of an open and uncensored internet is now thrown into question. In particular, the controversial Article 13 mandates online platforms to filter copyrighted material from their websites. Mike Masnick will address the potential issues concerning the Directive's controversial Article 13, the recent takedown of the Mueller report on Scribd, and the censorship of online content.

KEYNOTE SPEAKER: Mike Masnick, Founder of TechDirt and CEO of Floor64

The Music Modernization Act: Understanding the Biggest Change to Copyright Law in the Last Decade

9:30 a.m. – 10:30 a.m.

The Music Modernization Act is arguably the largest single change to copyright law in the last decade—a new entity handling mechanical licenses of digital works of music, new protections for sound recordings before '72, new royalty splitting rules and more. Prof. Tyler Ochoa, George Borkowski, and Brad Prendergast will be joining us to teach both the nuts and bolts of this incredibly complicated law and provide practical tips for when the rubber meets the road. Come join us and prepare to assist your clients with this monumental change in copyright law!

SPEAKERS: Prof. Tyler Ochoa, SCU Law
George Borkowski, Coblenz Patch Duffy & Bass
Brad Prendergast, SoundExchange

Break

10:30 a.m. – 10:45 a.m.

Social Media Influencers as a Practice

10:45 a.m. – 11:45 a.m.

Social media influencers are a (relatively) new and lucrative avenue for internet advertising. Join Denise Howell and Hannah Taylor for a discussion on how to approach providing legal services to social media influencers. They'll discuss FTC regulations, specific industry needs, and practice tips that will help prepare you to represent an influencer, or help your client hire one safely.

SPEAKERS: Denise Howell, TWiT.tv
Hannah Taylor, Frankfurt Kurnit Klein & Selz

Lucheon Table Topics

11:45 a.m – 1 p.m.

A variety of table topics will be hosted by various conference speakers and other experienced practitioners to make lunch a lively and interactive opportunity for attendees.

Table topics may include, but are not limited to:

- *LabMD v FTC* Decision
- GDPR Venting Table
- CA Bot Disclosure Law
- Managing Online Presence and Reviews for Your Client
- Cannabis and the Internet
- Scandalous Trademark?
- Cyberthreats
- The Legalities of Video Game Microtransactions
- Privacy Shield: Is It Still Viable?

Registrants will be able to sign up for one table topic on-site at the registration table. Limited seats are available per table on a first-come, first-served basis.

A Primer and Guidance on the California Consumer Privacy Act

1 p.m – 2 p.m.

The California Consumer Privacy Act is a first-of-its-kind state law that requires companies to honor several new consumer rights. This panel will address the fundamentals of this new law, areas of controversy, and provide some practical insights for compliance.

SPEAKERS: Josh de Larios-Heiman, Data Law
Christian Hammerl, 2B Advice LLC
Dr. Jestlan Hopkins, KPMG

Break

2 p.m. – 2:15 p.m.

So, You've Made a Hot New Mobile App... Now What?

2:15 p.m. – 3:15 p.m.

Distributing a mobile app through an app store, raising capital to finance operations, collecting data and complying with privacy laws and, with luck, selling the company or going public present challenging legal issues that nearly all software publishers must navigate. Our speakers, a corporate and securities law expert and an IP and technology law expert, have represented many of Southern California's most promising software startups. Another speaker, is the founder/CEO of a mobile app startup that has encountered many of the legal issues the attorneys will discuss. These include: Why click-through terms and conditions are important (even though almost nobody reads them); data security and privacy; Open Source software issues that scare investors; and avoiding mistakes that can kill a deal.

SPEAKERS: Kevin DeBre, Stubbs Alderton & Markiles, LLP
Louis Wharton, Stubbs Alderton & Markiles, LLP
Tavio Hobson, Trufl

Break

3:15 p.m. – 3:30 p.m.

Online Wine Tasting: How Wine Sales Over the Internet Have Transformed Wine Buying and Wine Branding

3:30 p.m. – 4:30 p.m.

The Internet has transformed the wine buying experience. No longer are consumers stuck with the choices available at the grocery store or an occasional trip to a specialty wine store. The broad availability of wine via the Internet is largely due to the U.S. Supreme Court's *Granholm v. Heald* decision, and subsequent changes to state laws in such states as Massachusetts and Pennsylvania.

With the broadening of many wines from regional to national products, trademark and other brand protections have become vitally important to wine producers,

marketers, and retailers. The cornucopia of wine brands and challenges with potentially similar goods in other categories of drinks make identifying and protecting a wine brand more challenging than ever.

Rachel Corcoran, the General Counsel of one of the largest online wine marketing companies, will address both the laws that govern direct-to-consumer wine sales online, and the challenges of selecting and protecting wine brands.

SPEAKERS: Rachel Corcoran, Drinks.com

Reception

4:30 p.m. – 6 p.m.

Avoid the traffic and join us for light refreshments at a networking reception with our speakers.

Hosted wine tasting by Drinks.com

REGISTRATION INFORMATION

CANCELLATIONS/REFUND POLICY:

Cancellations and requests for refunds must be received in writing no later than Thursday, May 30, 2019 and are subject to a \$50 service charge. Refunds will not be available after May 30, 2019.

QUESTIONS:

For registration information please call 916-516-1757. For information regarding the program please call 916-516-1746.

SPECIAL ASSISTANCE:

For special assistance please call 916-516-1746

ON-SITE:

On-site registration will be on a space available basis. Call 916-516-1757 to confirm space availability.

PROGRAM MATERIALS:

Registrants will receive a USB storage device with an electronic version of all program materials the day of the conference. Before the conference, registrants will receive a link with information on how to review and download the program materials. It may be helpful to review a program's reference material before the conference. This website is not available to the public, and access is given only to conference registrants. Late-breaking supplemental materials not available before the conference will be added at a later date.

PROGRAM PLANNING COMMITTEE

Emily Yu Jared Gordon
Seagate Technology *McCormick Barstow, LLP*
Cupertino, CA Fresno, CA
privacyandyu@gmail.com Jared.gordon@mccormickbarstow.com

Bennet Kelley Jonathan Lurie
Internet Law Center *The Law Offices of Lurie and Ferri*
Santa Monica, CA Nicasio, CA
bkelley@internetlawcenter.net jlurie@lflawoffices.com

Barbara Friedman Michele Ferri
Dergosits & Noah, LLP *The Law Offices of Lurie and Ferri*
San Francisco, CA Nicasio, CA
bfriedman@dergnoah.com mferri@lflawoffices.com

Josh de Larios-Heiman
Data Law
San Francisco, CA
joshdelh@data-law.com

2019 IP and the Internet Conference

THURSDAY, JUNE 6, 2019 • Los Angeles, CA

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

(Required for email confirmation)

Check here if you do not want your information released.

This event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395 Intellectual Property Law Section or Business Law Section Members
- \$490 Non-Section Members
(Includes enrollment in the Intellectual Property Law Section for 2019)
- \$490 All registrations after Thursday, May 30, 2019
- \$270 Law School Faculty, Paralegal, Government, or Non-Profit
- \$100 Students (Non-Attorney)

AMOUNT ENCLOSED OR TO BE CHARGED \$ _____

(Checks can be made payable to: California Lawyers Association)

REGISTRATION INFORMATION

Deadline: Pre-registration closes on Thursday, May 30, 2019.

Register Online: Complete your online registration now at <http://calawyers.org/IP>

Mail To: Mail your completed Registration Form and payment to:
Program Registrations, California Lawyers Association,
400 Capitol Mall, Suite 650, Sacramento, CA 95814

Email To: Program Registrations at ProgramRegistrations@CALawyers.org.
In order to email your registration, credit card information is
MANDATORY. (**Photocopies of checks will NOT be accepted.**)

CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize California Lawyers Association to charge my program registration to my VISA/MasterCard account. (**No other credit card will be accepted.**)

Account Number: _____

(VISA or MasterCard only)

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

The California Lawyers Association is an approved State Bar of California MCLE provider.

Register Online: www.CALawyers.org/IP



CALIFORNIA LAWYERS ASSOCIATION
INTELLECTUAL PROPERTY LAW SECTION
400 Capitol Mall, Suite 650
Sacramento, CA 95814

2019 IP and the Internet Conference

THURSDAY, JUNE 6, 2019

LUSKIN CONFERENCE CENTER, UCLA
425 Westwood Plaza
Los Angeles, CA 90095

Earn 5.75 MCLE Credit Hours

REGISTER ONLINE:

www.CALawyers.org/IP



The Intellectual Property
Law Section would like
to thank the Internet and
Privacy Law Committee
of the Business Law
Section for its generous
contribution and support!



First Class PRSRT Mail
U.S. POSTAGE
PAID
Documentation