



How Lawyers Can Help Clients Navigate the Legal Risks of Social Media Marketing and Consumer Engagement

Wednesday, June 21, 2017

12:00 – 1:00 p.m. CDT

Dear IADC Member:

Please join us for a complimentary Webinar (Web-based seminar produced through Adobe Connect) sponsored by the IADC Business Litigation Committee and Intellectual Property Committee on Wednesday, June 21, 2017 for one (1) hour beginning at:

10:00 AM PDT / 11:00 AM MDT / 12:00 PM Noon CDT / 1:00 PM EDT

HOW TO REGISTER:

ONLINE REGISTRATION! Although there is no fee to attend, you must register so that the IADC can plan accordingly for the number of interested participants. [Click here](#) to register online. You must be logged in with your IADC username and password in order to register. If you are registering multiple participants from the same firm, please register each participant individually.

We hope that you will join us for this exciting and informative program. If you have any questions, please contact **Melisa Maisel Vanis, Professional Development Manager**, at mmaisel@iadclaw.org or by telephone at 312.368.1494.

THE PRESENTATION:

How Lawyers Can Help Clients Navigate the Legal Risks of Social Media Marketing and Consumer Engagement

It seems like every day we read about a new way for companies to engage with consumers online. Marketing departments eager to try the next new technology may not be aware of the ever-changing legal guidelines in this area. This is a prime opportunity for counsel to build relationships with marketing professionals (e.g., in-house marketing departments, advertising companies, companies without marketing departments wading into this area). This Webinar will address how to build those relationships and how clients can avoid potential claims from the Federal Trade Commission and/or plaintiffs' attorneys. Topics include the "marketing mindset," native advertising, content marketing, required FTC disclosures, right of publicity, and intellectual property infringement.

THE PRESENTERS:

Ramsey Al-Salam (RAISalam@perkinscoie.com)

Perkins Coie, Seattle, WA

Ramsey Al-Salam is a partner at Perkins Coie, LLP in Seattle, Washington where he focuses on intellectual property litigation. He has been consistently recognized as a leading practitioner in his field, including by *Chambers USA* (Band One), *Best Lawyers in America*, and *Washington Super Lawyers*. *Best Lawyers*, for example, listed him as Seattle Intellectual Property Litigator of the Year for 2011 and 2012 and Patent Litigator of the Year for 2014. In addition to his litigation work, Ramsey is a frequent speaker on intellectual property and litigation topics, and has been an adjunct professor at Seattle University Law School, teaching patent and trade secret law, for more than 10 years.

Allison Singh (asingh@gkd.com)

Quality King Distributors, Inc., Bellport, NY

Allison Singh is Senior Counsel at Quality King Distributors, Inc. where she focuses on trademark licensing, manufacturing, international distribution, and marketing of nearly twenty well-known fragrance brands. In this capacity, she has advised on the risks and rewards of social media marketing in an ever-changing legal, regulatory, and technological landscape.

IADC Webinars are made possible by a grant from The Foundation of the IADC.

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