

Social Media Law in Georgia

Atlanta, GA • May 18, 2011 • ID# 387120

Stay ahead of the new challenges and opportunities
social media presents by addressing them now!

With the recent explosion in the use of social networking, attorneys and litigants are quickly learning the risks and rewards of participating in social networking. It is important for attorneys to understand the trends in this new platform when advising their clients of the potential pitfalls of social networking use. This seminar will help you navigate important legal issues including privacy rights, publicity rights, misrepresentations, freedom of speech, requirements regarding privacy policies, rights of customers and defamation. You will learn the latest legal arguments and how to protect your clients from landing into trouble with this new method of communication.

Benefits for you

- Tips on navigating privacy issues
- Get up to speed on social media basics
- Learn best practices in protecting a company's brand
- Understand potential libel issues



**Bring a Colleague –
Save \$150**

(Includes Free Manual)

Faculty

Moderator:

Rob Hassett, *Casey Gilson PC*

Myles E. Eastwood, *Law Office of Myles E. Eastwood*

Christopher M. Huffines, *Casey Gilson PC*

Steven D. Kim, *Ballard Spahr LLP*

Clark A.D. Wilson, *Gardner Groff Greenwald & Villanueva, PC*

For more information about our speakers, go to www.lorman.com/ID387120.

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- GA CLE 6.0
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8:30 AM – 9:00 AM

Registration

9:00 AM – 10:15 AM

Rights of Privacy in Social Media

— Rob Hassett

- Common Law Rights
 - Intrusion
 - Public Disclosure
 - Appropriation
 - False Light
- Statutory Rights
 - GLB
 - Health
 - Children
 - California
 - Other States
 - Europe
 - Other Countries
- Privacy Policies
 - Facebook® and Its Legacy
 - Other Social Networking Sites

10:15 AM – 10:30 AM

Break

10:30 AM – 11:40 AM

Protecting Your Brands and Patentable Inventions

— Clark A.D. Wilson

11:40 AM – 12:30 PM

Online Libel

— Myles E. Eastwood

- Publication
- Retraction
- Public/Private Figure and Malice
- Privilege
- SLAPP Statute
- ISP Immunity

12:30 PM – 1:30 PM

Lunch (On Your Own)

1:30 PM – 2:45 PM

Email and Private Messages - Private or Discoverable?

— Christopher M. Huffines

- Reasonable Expectation of Privacy vs. Post Office
- Developments in the Case Law

2:45 PM – 3:00 PM

Break

3:00 PM – 4:15 PM

Copyright and DMCA Issues

— Steven D. Kim

4:15 PM – 4:30 PM

Questions and Answers

— Christopher M. Huffines
and Steven D. Kim

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Seminar Tuition (includes free manual with attendance)

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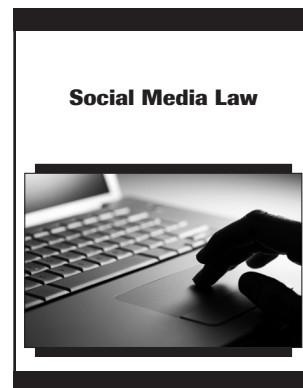
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MAIL: Mail this form with payment information to:

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 Milwaukee, WI 53201-2933

SEMINAR ID: 387120

Where Is It?

Cobb Galleria Centre
 Two Galleria Parkway
 770-955-8000
 Atlanta, GA

Who Will Be There?

This seminar is designed for attorneys, marketing professionals and other business professionals using social media.