

# THE COPYRIGHT SOCIETY OF THE U.S.A.

Washington, D.C. Chapter  
Eric Schwartz and Ryan Lehning, Co-Chairs

**SAVE THE DATE: December 15, 2009 (Tuesday)**

**Luncheon Program: 12 noon to 1:30 p.m.**  
**Location: 1050 Connecticut Ave., NW**

**THE WASHINGTON, D.C. CHAPTER OF THE COPYRIGHT SOCIETY OF THE U.S.A.**  
**PRESENTS: "IT'S NOT JUST FOR CYBERPUNKS –**  
**REAL WORLD CONSIDERATIONS AT THE INTERSECTION**  
**OF COPYRIGHT AND VIRTUAL REALITY"**

The Washington, D.C. Chapter of the Copyright Society of the U.S.A. is excited to invite chapter members to a LUNCHEON PROGRAM – *It's Not Just For Cyberpunks: Real-World Considerations at the Intersection of Copyright and Virtual Reality*.

This program will aim to identify and explain some of the operational nuts and bolts behind the online, "virtual worlds" phenomenon, and to focus on practical copyright issues that businesses engaging with such worlds may encounter. We will explore from various angles the opportunities and pitfalls that await companies in the still-evolving (and largely untested) legal landscape of virtual environments such as Second Life and World of Warcraft. Hypotheticals will help to crystallize some of the key issues and elicit discussion among the presenters and audience.

Among the topics the program will cover are:

- What, precisely, is copyrightable in a virtual world, and who owns the copyright?
- Can infringement occur in virtual worlds, and in what ways?
- How does "real world" fair use analysis translate into a virtual world setting?
- How do the formalities of copyright notice, publication, and registration apply to copyrighted content in virtual worlds?
- What are best practices for protecting and exploiting copyrighted content and related interests in the virtual environments?

#### **FEATURED SPEAKERS:**

MARK TRAPHAGEN, TRAPHAGEN LAW PLLC  
ALEC P. ROSENBERG, ARENT FOX LLP

**Space is limited and reservations will be accepted on a first come, first served basis.**

**Date: December 15, 2009**

**Note: There is a surcharge of \$5.00 for any registrations received after December 10, 2009.**

**Time: 12:00 PM – 1:30 PM**

12:00 PM – Lunch served.

12:30 PM – Program begins and ends promptly at 1:30 PM

**Location: Arent Fox LLP**  
**1050 Connecticut Avenue, NW**  
**Washington, D.C. 20036**  
**Conference Room 7 Board**

**Cost: \$15 per person (includes lunch)**

HEADQUARTERS:

352 SEVENTH AVENUE, SUITE 739 NEW YORK, NY 10001  
TEL: 212 354 6401 FAX: 212 354 2847 EMAIL: AMY@CSUSA.ORG

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## ABOUT THE SPEAKERS

**Mark Traphagen** counsels and represents multinationals, small businesses, and individuals in creative and brand-intensive fields on copyright, trademark, the Internet, and related law. Mark has over 20 years experience in disputes, transactions, and public policy for clients in music, television, motion pictures, computer software, auto parts, foods, beverages, and toys, including the BBC, BMI, and Warner/Chappell Music. Mark's notable engagements have included representation in negotiations on the WIPO Copyright Treaty and enactment of the Digital Millennium Copyright Act, as well as "Special 301" trade investigations by the U.S. Trade Representative and dispute settlement proceedings in the World Trade Organization. Mark is a member of the adjunct faculty at American University's Washington College of Law in Washington, D.C., and has taught at the U.S. Patent and Trademark Office IPR Enforcement Academy. He is currently completing a chapter on U.S. copyright law for the upcoming edition of *Copyright Throughout the World*.

**Alec P. Rosenberg** is an attorney in Arent Fox's intellectual property group. His practice encompasses a broad range of scenarios involving intellectual property, from ownership and infringement disputes to complex prosecution matters to advisory work and contract negotiations. His diverse copyright experience includes disputes and negotiations involving online content, computer software, screenplays, educational videos, architectural designs, translations, and maps. He has advised clients on enforcement techniques and internal best practices to develop, safeguard, and exploit valuable intellectual property, including in virtual worlds and various other online contexts. Alec also has extensive experience litigating trademark and copyright cases in the federal courts and the Trademark Trial and Appeal Board. He has represented parties in disputes concerning Internet and domain name-related conduct (gripe sites, keyword searching, hyper-linking, cybersquatting and typo-squatting), as well as more traditional markets and media. Alec is a 1997 graduate of Northwestern University and a 2001 graduate of The George Washington University Law School, from which he graduated *magna cum laude*. Thereafter, he clerked for The Honorable Robert E. Payne of the United States District Court for the Eastern District of Virginia and then spent four years with the Washington, D.C. office of Covington & Burling before joining Arent Fox.

To attend this event, please complete the attached form and mail or fax it **by December 10, 2009** to:

The Copyright Society of the U.S.A. -- D.C. Chapter  
c/o Mitchell Silberberg & Knupp LLP  
1818 N Street, NW, 8<sup>th</sup> Floor  
Washington, D.C. 20036  
Attention: Pam Burchette  
Fax: (202) 355-7899

HEADQUARTERS:  
352 SEVENTH AVENUE, SUITE 739 NEW YORK, NY 10001  
TEL: 212 354 6401 FAX: 212 354 2847 EMAIL: AMY@CSUSA.ORG

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## Registration Form – Washington, D.C. Chapter

<b>Return This Form To:</b> Attention: Pam Burchette Mitchell Silberberg & Knupp LLP 1818 N Street, NW, 8th Floor Washington, D.C. 20036-2406 Telephone: (202) 355-7906 Fax: (202) 355-7899 Email: psb@msk.com	<b>Event: "It's Not Just for Cyberpunks"</b> Tuesday, December 15, 2009, 12:00 PM Arent Fox LLP 1050 Connecticut Avenue, NW Washington, DC 20036 Conference Room 7 Board
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*Please print clearly:*

NAME: \_\_\_\_\_

FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### Registration Fees:

Payment of \$15.00 by check or money-order made payable to "THE COPYRIGHT SOCIETY OF THE USA" *must* accompany this form. If faxing your reservation, please send a copy of this form with your payment.

Cost	After 12/10	Quantity	Total	Total Cost
\$15.00	\$20.00	_____	_____	_____

### Cancellation and Refund Policy:

- Full refund will be issued if a cancellation is received in writing 5 business days prior to the event.
- No refunds or credits will be issued for cancellations 3 business days before the event.
- Registrations are transferable.

### Additional Registrants:

First Name	Last Name	Email

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