

The Copyright Society of the U.S.A. is pleased to invite you to a program on Tuesday, May 18, 2010, entitled:

**LICENSING IN THE DIGITAL AGE:
DEALS, RISKS, AND CHALLENGES IN PHYSICAL AND VIRTUAL MEDIA**

Licensing is a powerful tool generating billions in revenue. However, the risks and complexities of licensing have multiplied in recent years as new technologies have created new marketing platforms in the physical and virtual worlds. To help you understand, navigate and succeed in this new marketplace, the Copyright Society of the U.S.A. has assembled a distinguished panel of licensing practitioners that will provide you the practical guidance you need.

Location and Date of the Program:

May 18, 2010 at Anchin, Block & Anchin LLP
1375 Broadway, New York City, 23rd Floor (located at 37th and Broadway).

Time:

6:00 p.m. -- 6:30 p.m. Registration, networking and light refreshments

6:30 p.m. -- 8:00 p.m. Program

There is no charge to attend this program.

To Register, Please use the attached form.

Registration deadline is Wednesday May 12, 2010.

Panelists:

Mary Beth Roberts will discuss the dramatic changes in music licensing and how music publishers are attempting to capitalize on them. She will talk about how copyright owners, faced with a decline in traditional royalties caused partially by music piracy, have gained new sources of revenue from third parties who increasingly use music to enhance and exploit their brands.

Mary Beth Roberts founded High Standards Unlimited, a consulting business for international and domestic music licensing. She was formerly VP of Catalogue Development at Sony/ATV and Famous Music Publishing. For over 20 years, she led concept development, copyright placement, marketing, negotiations and licensing of music used in synchronization, consumer products, new media, wireless entertainment and internet marketing.

Joseph Salvo will talk about licensing in the consumer products/entertainment area from a business and legal perspective. He will discuss the negotiating techniques licensors and licensees use to maximize their leverage. Joe will also discuss the legal strategies licensors may wish to use to protect and enhance their company's intellectual property rights.

Joseph Salvo is Senior Vice President and Global General Counsel at HIT Entertainment, an international entertainment company that owns such pre-eminent pre-school brands as Barney, Thomas the Tank, Bob the Builder and Angelina Ballerina. He is involved in all forms of production and licensing, including television, film, audio, home video and consumer products.

Jonathan Wells will talk about the licensing of photographs and videos in the rapidly evolving physical, digital and virtual markets. Jonathan will also focus on the special concerns that arise when clients license internationally.

Jonathan Wells is the bureau chief of the New York office of Paris-based SIPA Press and oversees its licensing activities and production activities here. SIPA Press covers world news with a staff of photographers, a network of correspondents and distribution agreements with the Associated Press and other agencies around the globe.

Commentator:

Marc Federbush, CPA, is partner-in-charge of Anchin's Apparel, Textile, Diamond and Jewelry Services Group. He will comment on the strategies that owners and licensees may use to protect themselves from unwanted disputes and costly litigation.

Andrew Berger will moderate the program. He is a copyright/trademark lawyer at the New York firm of Tannenbaum Helpert Syracuse & Hirschtritt. He is also a frequent speaker on intellectual property topics and writes a blog on IP issues at www.ipinbrief.com.

The Copyright Society of the U.S.A. is a center of the U.S. copyright community for business people, lawyers in private practice and in-house, law professors and law students who share a common interest in copyright and related intellectual property rights. A not-for-profit corporation founded in 1953, the Society works to advance the study and understanding of copyright law and related rights, the scope of rights in literature, music, art, theater, motion picture, television, computer software, architecture, and other works of authorship, and their distribution via both traditional and new media.

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THE COPYRIGHT SOCIETY OF THE USA

Return This Form To: 352 Seventh Avenue, Suite 739 New York, NY 10001 Telephone: (212) 354-6401 Fax: (212) 354-2847 Email: amy@csusa.org	Event: Licensing in the Digital Age Tuesday, May 18 Anchin, Block & Anchin LLP 1375 Broadway Floor 23 New York NY
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I am not a member of the Copyright Society but would like to be added to the email list.

Additional Registrants:

First Name	Last Name	Email