

LEGAL ISSUES IN MARKETING, DISTRIBUTING, & SELLING A PRODUCT



January 16, 2013

9:00 a.m. - 12:15 p.m.

3.0 General Credits

UBS Tower & Conference Center
One N. Wacker Dr., 2nd Fl., Chicago

Webcast also available

- Does my website give rise to personal jurisdiction in other states?
- Why should my choice of law be the state of Michigan?
- What phrases should I avoid in a marketing contract indemnification clause?

Your clients come to you for guidance on how to build and protect their business. They want to know how to create a brand, sell their products, and make money. This program will walk you through information on soft intellectual property law, such as creating and protecting a unique domain name. You'll learn how you can work contract clauses to create more favorable situations for your clients. Plus, get information on steps your clients need to be taking to avoid products liability lawsuits.

CREATING AND PROTECTING YOUR BRAND

- Compliance with Trademark & Copyright Laws
- Challenging infringement on brand and domain names
- Privacy Laws
- Internet IP - websites, social media, creating an online brand

Mark V. B. Partridge

Partridge IP Law, P.C., Chicago

DOING BUSINESS IN ILLINOIS

- How to Advertise a Business and a Product in Illinois
- Caselaw on Advertising
- Retail Advertising Regulation in Illinois

Charles G. Fergus

Illinois Attorney General's Office, Chicago

CREATING CONTRACTS TO GET A PRODUCT ON THE MARKET

- Marketing & Distribution Agreements
- Indemnification Clauses
- Choice of Law, Forum, and Arbitration Clauses

Steven L. Baron

Mandell Menkes LLC, Chicago

PROTECTING YOURSELF FROM FUTURE TROUBLE

- Preventing your Website from being used against you in Court
- When does online advertising create personal jurisdiction in another forum or state?
- How sales can create a warranty obligation and how to protect your client

Bradley C. Nahrstadt

Lipe Lyons Murphy Nahrstadt & Pontikis, Ltd., Chicago

<input type="checkbox"/> DIGITAL MATERIALS ONLY	<input type="checkbox"/> PRINT & DIGITAL MATERIALS
JANUARY 16, 2013 <small>C2086-01</small> UBS Tower & Conference Center, Chicago <input type="checkbox"/> Regular Tuition \$180 <input type="checkbox"/> Season Pass Tuition \$90 January 16, 2013 <small>C2086-02</small> Webcast <input type="checkbox"/> Regular Tuition \$180	January 16, 2013 <small>C2086-01-PM</small> UBS Tower & Conference Center, Chicago <input type="checkbox"/> Regular Tuition \$199 <input type="checkbox"/> Season Pass Tuition \$99.50 Price includes \$1.41 sales tax for regular tuition, and \$0.70 for Season Pass tuition.
Recorded Products	
<input type="checkbox"/> DVD <small>C2086-VID</small> \$199	<input type="checkbox"/> Audio CD <small>C2086-AUD</small> \$199 Price includes \$14.74 sales tax on program recordings.
For your convenience, use the PRODUCT CODE when you call or visit www.iicle.com to easily search for a product.	
TOTAL \$ <input style="width: 100px;" type="text"/>	

ABOUT PROGRAM MATERIALS

All registrants will receive digital program materials via email two business days prior to the program. Registrants who choose the printed materials option will receive a printed materials book on site.

ADDITIONAL INFORMATION

For cancellation policy and other terms and conditions, see www.iicle.com. Some tax-exempt organizations may subtract tax. Certificate of exemption is required with order.
 *Online on-demand programs, Audio CDs, and DVDs are available approximately two weeks after the live event.

FOUR CONVENIENT WAYS TO REGISTER

WEBSITE: www.iicle.com | PHONE: 800-252-8062 | FAX: 217-546-6096
 MAIL: 3161 W. White Oaks Dr., Ste. 300, Springfield, IL 62704
 (Visa/Mastercard/Discover/Amex)

Marketing Code: C2086-FLY

Customer # _____
ARDC # _____
<input type="checkbox"/> I am not an IL licensed attorney.
Name _____
Firm _____
Street address _____ (Please do not use a P.O. Box.)
City _____ State _____ Zip _____
<input type="checkbox"/> This is my residence.
Email _____
Phone _____
Fax _____
PAYMENT METHOD
<input type="checkbox"/> Check enclosed (payable to IICLE®)
CHARGE MY: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AMEX
Credit card no. _____
Expiration date _____
Cardholder name _____
Signature _____