



**DMANC is now part of the DMA National Affiliate Network**  
Our next presentation is on:

**Wednesday, Sept. 17, 2008**

11:30am - 12pm Registration & Networking  
12pm - 1:30pm Luncheon & Keynote Address  
1:30pm - 3:45pm Bonus Workshop

**Location: Clarion Hotel**  
401 E Millbrae Ave.,  
Millbrae, CA 94030

DMANC serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at [www.dmanc.org](http://www.dmanc.org)

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## Direct Marketing Law: Trademark and Copyright Issues Involved In Online Advertising

If you are involved in Internet advertising of any kind, from e-mail campaigns to e-commerce websites to search engine optimization efforts, then this is a "must attend" seminar for you. Learn about the latest cutting edge issues and cases in Internet advertising law, from some of the top legal eagles in the field.

**Working Lunch:** The lunch will feature Greg Sater, a nationally recognized expert in the field, who will speak on the subject of the trademark, copyright, and other intellectual property liabilities in cyberspace, as well as cutting edge legal defenses that have been developed against many of those liabilities ... from the liabilities you can have if you bid on keywords that use someone else's trademark to those you can have if you use someone else's content on your website or post something defamatory or that violates someone's right of publicity or privacy. At lunch, you will learn about the ways in which you can or cannot legally bid on keywords consisting of trademarks, and you will hear a primer on the basic principles of trademark law, copyright law, defamation, and right of publicity. You will learn about "fair use" (what it means and doesn't mean); you will learn about rules that apply to cyber-squatting, and you will learn about new defenses that are available under the Digital Millennium Copyright Act and Communications Decency Act.

## Plus Bonus Workshop: Online Contests and Sweepstakes, Privacy, Data Security, and False Advertising Law

Stay after lunch, and Greg Sater and Natasha Shabani will guide us through a deep dive on the laws that apply to online contests, sweepstakes, and "free" offers. We'll learn about privacy policies and data security; and learn the nuts and bolts of false advertising law and claims substantiation, as it is applied by the Federal Trade Commission and the courts to advertising and on the Internet.

**Speakers:** Greg Sater and Natasha Shabani, of Rutter Hobbs & Davidoff

(Please use one form per person)

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**EVENT FEES:**

**Sept 17, 2008 Luncheon Meeting Only:**

Student/Teacher  \$30pp Member  \$65pp Non-Member  \$90pp

**Sept 17, 2008 Luncheon Meeting & Bonus Workshop:**

Student/Teacher  \$30pp Member  \$115pp Non-Member  \$140pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed. Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

**I WANT TO JOIN DMANC. \$125pp**

And as an added bonus receive \$25.00 off this meeting  
**YOUR SIGNATURE IS REQUIRED HERE:**

Yes, I agree with and endorse The DMA Privacy Promise as outlined on its web site: [www.the-dma.org](http://www.the-dma.org) and will encourage my company and the companies it does business with to comply.

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**PAYMENT: Only paid registrations will be confirmed.**

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