

5-20-2008

Developments in Computer and Cyberspace Law

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Recommended Citation

"Developments in Computer and Cyberspace Law" (2008). *News Releases*. 1840.
https://ecommons.udayton.edu/news_rls/1840

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05.20.2008 | Culture and Society, Campus and Community

Beware of the buyer. Companies that allow user-generated content in marketing should understand the changing relationships between retailers and consumers.

"In the old days, the brand controlled the content of the message, the media in which the message would run and how often the message would run. That's less true today," said New York City attorney Brian Murphy.

Murphy will present "The Wonderful World of User-Generated Content" during the University of Dayton School of Law's 18th Significant Developments in Computer and Cyberspace Law seminar Friday, June 6. The seminar runs from 8 a.m. to 4:15 p.m. in the UD School of Law's Keller Hall.

Registration is \$375 and includes the seminar, refreshments, a box lunch and course materials. Reduced registration fees are available for full-time judges, government employees, professors and students. Six hours of continuing legal education credit for Ohio, Kentucky and Indiana are available as well. Anyone unable to attend the conference can order course materials for \$75 (Ohio residents add \$5.25 for sales tax).

Other individual sessions at the seminar include "New Technologies, New Conflicts" and "The Top 10 Lessons for Americans Who Engage in International Data Transfer."

Breakout sessions will cover intellectual property rights protection and enforcement, recent ID theft red flag regulations, building defensible data protection and compliance programs, working with the patent and trademark office, software license agreements, data security requirements and standard, patents, intellectual property, and cloud computing.

Murphy's presentation will include examples of how major brands have involved user-generated content and the legal issues raised by those campaigns and promotions.

Murphy said a major reason to take a lawyer into the world of user-generated content is because the law is always a few steps behind new technology.

"The law is very much still in flux, with major lawsuits against companies like YouTube still pending and many fundamental issues about the potential liability that companies face unresolved," said Murphy, a partner at Frankfurt Kurnit Klein & Selz who practices advertising, intellectual property and entertainment law.

For more information, to register or order course materials, contact Carole Wiltsee at 937-229-4676.

For more information, contact Shawn Robinson, associate director of media relations, at 937-229-3391 or srobinson@udayton.edu.