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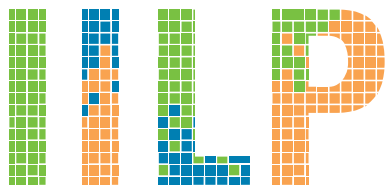
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Trademark Law and the Entertainment Industry

New York Law School

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Institute for
**INFORMATION
LAW & POLICY**
at New York Law School

in conjunction with
the Committee on Copyright and Trademark
of the New York State Bar Association's
Entertainment, Arts, and Sports Law Section

present:

Trademark Law and the Entertainment Industry

Guest Speaker

Edward T. Colbert

Kenyon & Kenyon LLP (Washington, D.C.)

Thursday, April 2, 2009

12:00–2:15 p.m.

Room A600

Lunch will be provided.

In this 75-minute program, IP lawyer Edward T. Colbert will present an overview of trademark essentials for the entertainment law practitioner:

- How trademark protection attaches to goods and services—and when it doesn't.
- How trademarks should be cleared prior to use.
- How to distinguish a strong trademark from a weak one.
- The key elements in a successful trademark registration.
- How “trade dress” and URLs fit in the mix, and the means by which trademark rights are protected—and lost.

To RSVP or for more information, please e-mail
Bridgette.Johnson@nyls.edu.