



## Strategic Legal Thinking Seminars for Nonprofit Executives



## Trademarks, Copyrights and the Internet

What a Nonprofit Needs to Know to Build its Brand and  
Avoid Legal Trouble

**June 2, 2010**

**Location:**

***Pfizer Conference Center***

***150 East 42nd Street, New York, NY 10017***

**with videoconference sites at:**

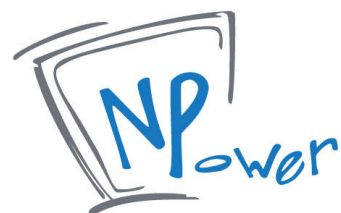
***Atlanta, Austin, Baltimore, Boston, Chicago,***

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***Tampa, & Washington, D.C.***

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**Trademarks, Copyrights and the Internet:  
What a Nonprofit Needs to Know to Build its Brand  
and Avoid Legal Trouble  
June 2, 2010**

For most nonprofits, their names, logos and material they distribute are an integral part of their brand and reputation. Plus their materials may be a valuable revenue source. In an increasing electronic environment, the rules surrounding intellectual property can be confusing. What is a trademark? How do we protect the nonprofit's name and logo in case someone wants to copy it? How do we protect the manuals and course materials our nonprofit has developed? When can we use someone else's material without getting into trouble? How does the Internet impact all of this?

This course will help answer these questions. It will cover:

- Basic concepts of trademark and copyright law.
- Common places where intellectual property laws intersect with a nonprofit's activities.
- Legal issues raised by the use of the Internet.

In addition, the course will provide practical advice about how to apply these legal principles to your day-to-day operations.

This course is designed for board members, executive directors and other nonprofit staff and volunteers responsible for marketing, communications and fund-raising.

**Moderator:** **Elizabeth Guggenheimer**, Deputy Executive Director, Lawyers Alliance for New York

**Speakers:** **Andrew Deutsch**, Partner, DLA Piper LLP (US)  
**Jane Ungaro**, Senior Corporate Counsel—Trademarks, Pfizer Inc  
**Leon Medzhibovsky**, Partner, DLA Piper LLP (US)  
**John Smart**, Chief Administrative Officer, NPower

**Program (all times are Eastern Time)**

10:30 AM	Coffee and Registration
10:50 AM	Welcome and Opening Remarks
11:00 AM	Copyrights: Protecting Your Material and Using Others'
12:00 PM	Trademarks and Trade Names: Registration, Use, Protection and Avoiding Conflicts
1:00 PM	Lunch
1:30PM	The Expanding Internet: Domain, Content, Regulations and Web Policies
2:30 PM	A Practical Perspective: How Does This Apply to Your Nonprofit?
3:00 PM	Questions and Answers
3:15 PM	Adjournment

# CONFERENCE LOCATION & REGISTRATION INFORMATION\*

## **Atlanta at:**

DLA Piper LLP (US)  
One Atlantic Center  
1201 West Peachtree Street, Suite 2800  
Atlanta, GA 30309-3450

**Online registration at:**  
<http://tinyurl.com/pbpatl>

## **Austin at:**

DLA Piper LLP (US)  
401 Congress Avenue, Suite 2500  
Austin, TX 78701

**Register via eMAIL to:**  
[registeraustin@dlapiper.com](mailto:registeraustin@dlapiper.com)

## **Baltimore at:**

DLA Piper LLP (US)  
6225 Smith Avenue  
Baltimore, MD 21209-3600

**Register via eMAIL to:**  
[registerbaltimore@dlapiper.com](mailto:registerbaltimore@dlapiper.com)

## **Boston at:**

DLA Piper LLP (US)  
33 Arch Street, 26th Floor  
Boston, MA 02110

**Register via eMAIL to:**  
[registerboston@dlapiper.com](mailto:registerboston@dlapiper.com)

## **Chicago at:**

DLA Piper LLP (US)  
203 North LaSalle Street, Suite 1900  
Chicago, IL 60601-1293

**Register via eMAIL to:**  
[registerchicago@dlapiper.com](mailto:registerchicago@dlapiper.com)

## **Dallas at:**

DLA Piper LLP (US)  
1717 Main Street, Suite 4600  
Dallas, TX 75201

**Register via eMAIL to:**  
[registerdallas@dlapiper.com](mailto:registerdallas@dlapiper.com)

## **East Palo Alto at:**

DLA Piper LLP (US)  
2000 University Avenue  
East Palo Alto, CA 94303

**Register via eMAIL to:**  
[registerSV@dlapiper.com](mailto:registerSV@dlapiper.com)

## **Los Angeles at:**

DLA Piper LLP (US)  
550 South Hope Street, Suite 2300  
Los Angeles, CA 90071

**Register via eMAIL to:**  
[registerla@dlapiper.com](mailto:registerla@dlapiper.com)

## **New York City at:**

Pfizer Inc  
150 East 42nd Street,  
New York, NY 10017

**Register via eMAIL to:**  
[nfpseminar@lawyersalliance.org](mailto:nfpseminar@lawyersalliance.org)

## **Philadelphia at:**

DLA Piper LLP (US)  
1650 Market Street, Suite 4900  
Philadelphia, PA 19103

**Register via eMAIL to:**  
[registerphilly@dlapiper.com](mailto:registerphilly@dlapiper.com)

## **Reston, VA at:**

DLA Piper LLP (US)  
1775 Wiehle Avenue, Suite 400  
Reston, VA 20190

**Register via eMAIL to:**  
[registernova@dlapiper.com](mailto:registernova@dlapiper.com)

## **San Diego at:**

DLA Piper LLP (US)  
401 B Street, Suite 1700  
San Diego, CA 92101

**Register via eMAIL to:**  
[registersandiego@dlapiper.com](mailto:registersandiego@dlapiper.com)

## **San Francisco**

DLA Piper LLP (US)  
555 Mission Street, Suite 2400  
San Francisco, CA 94105

**Register via eMAIL to:**  
[registersanfran@dlapiper.com](mailto:registersanfran@dlapiper.com)

## **Tampa at:**

DLA Piper LLP (US)  
100 North Tampa Street, Suite 2200  
Tampa, FL 33602

**Register via eMAIL to:**  
[registertampa@dlapiper.com](mailto:registertampa@dlapiper.com)

## **Washington, DC at:**

DLA Piper LLP (US)  
500 8th Street, NW  
Washington, DC 20004

**Register via eMAIL to:**  
[registerdc@dlapiper.com](mailto:registerdc@dlapiper.com)

If you are registering for a location outside NYC and have any questions, please contact:

Naomi Miali, Tel No: 312-984-5372 or email:  
[naomi.miali@dlapiper.com](mailto:naomi.miali@dlapiper.com).

**Via eMAIL:** [naomi.miali@dlapiper.com](mailto:naomi.miali@dlapiper.com)

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### Pro Bono Partners

#### Atlanta, Georgia

**Pro Bono Partnership of Atlanta:** Rachel Spears, Executive Director, 404-407-5059, rachel.spears@pbpatl.org

#### Austin, Texas

**Texas C-Bar:** Frances Leos Martinez, Exec. Dir.; 512-374-2710, fleosmartinez@texasbar.org

#### Baltimore, Maryland

**Community Law Cen.:** Kristine Dunkerton, Ex. Dir., kristined@communitylaw.org, 410-366-0922,

**MD Vol. Lawyers Ser.:** Richard Chambers, Com. Dev. Dir.; 443-451-4064, richard@mvlslaw.org

#### Boston, Massachusetts

**Lawyers Clearinghouse:** Machiko Sano Hewitt, Legal Referral Dir., 617-778-1954; msanohewitt@lawyersclearinghouse.org

#### Chicago, Illinois

**Chicago Lawyers Ctee for Civil Rights Under Law/Com. Econ. Dev. Law Proj:** Susan Kaplan, Dir.; 312-939-3638, cedlp@aol.com

#### Dallas, Texas

**Texas C-Bar:** Frances Leos Martinez, Exec. Dir.; 512-374-2710, fleosmartinez@texasbar.org

#### East Palo Alto

**Silicon Valley Community Foundation:** Mari Ellen Loijens, Chief of Staff, 650-450-5400; mrloijens@siliconvalleycf.org

#### Los Angeles, California

**Public Counsel Community Development Project:** Shashi Hanuman, Directing Attorney; 213-385-2977; shanuman@publiccounsel.org

#### New York, New York

**Lawyers Alliance for NY:** Jolynda Burton, Pro Bono Mgr.; 212-219-1800, jburton@lawyersalliance.org

#### New York, Conn. & New Jersey

**Pro Bono Partnership:** Rick Hobish, Exec. Dir.; 914-328-0674, rhobish@probonopartner.org

#### Philadelphia, Pennsylvania

**Philadelphia LawWorks:** Stefanie Seldin, Man. Atty; 215-523-9550, sfseldin@phillyvip.org

#### San Francisco, California

**Volunteer Legal Services Prog. /Bar Assoc. of SF:** Andrea Fitantes, Super. Atty. 415-782-9000, afitantes@sfbbar.org

#### Tampa, Florida

**Bay Area Legal Services Community Counsel Program:** Susan Sandler, Project Dir.; 813-232-1222 ext. 116, ssandler@bals.org

#### Washington, DC

**DC Bar Pro Bono Program/CED Project:** Lauren Paley, Project Coordinator.; 202-737-4700 ext. 3357, lpaley@dcbbar.org

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