

Institute for Law & Public Policy

*The **Institute for Law and Public Policy (ILPP)** is dedicated to education, scholarship and research in a legal and justice setting and its public policy implications in the community. The **ILPP** is also both a sponsor and provider of continuing education for justice professionals, such as police, lawyers, correctional personnel, human service workers, professional security specialists and judicial personnel.*

*The **Institute's** underlying mission rests in the dissemination of information, trends and innovations about the American legal and justice system, and serves as a center for study and analysis of legal issues impacting the community and justice professionals.*

*The **Institute** is under the direction of Charles P. Nemeth, JD, Ph.D., LL.M.*

The Institute for Law & Public Policy has been approved as an "Accredited Provider for Pennsylvania Continuing Legal Education."

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Institute for Law and Public Policy

CALU
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*Institute for Law and Public Policy
California University of
Pennsylvania*

Trademarks And Branding

*Cal U Southpointe Center
Canonsburg, PA*

Friday,
April 20, 2012
12:30 p.m.—4:45 p.m.



Institute for Law & Public Policy
AT CALIFORNIA UNIVERSITY
OF PENNSYLVANIA

Bailey Center II, 5th Floor
135 Technology Drive
Canonsburg, PA 15317
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Trademarks and Branding:
*Managing the Company Brand and
Aligning Internet Marketing and Domain
Names*

PACLE Approved—
3 Substantive, 1 Ethics
Friday, April 20, 2012
12:30 p.m. to 4:35 p.m. (Short break with
snack included with seminar)
Presenter: Gregg R. Zegarelli, Esq.
Cost: \$109.00

Trademarks and branding issues are pervasive through all businesses and business models.

The rise of the Internet and social media has brought even more attention to the interplay of trademarks, domain names and online branding. This is your chance to get caught-up with cutting-edge issues.

This exciting and timely course is designed for marketing people, entrepreneurs, attorneys and other advisors who are responsible to align company goals with marketing, particularly on-line marketing.

After an introduction to the various intellectual properties, including trademarks and “persona” rights, the instruction will expose issues that arise with the new access, power and flexibility of online marketing. Learn about how company names, trademarks and domain names work with and against each other.

After defining the tools and nature of the issues, the course will delve into practical solutions to manage the context with actual sample policies for you to take back to your company. Instruction will also traverse recent legal decisions and the differences in

enforcement between going to court and initiating domain name disputes.

One hour of professional ethics for legal professionals will be of interest to everyone, including the business people.

This course is a must-attend for everyone. Space is limited, so please reserve now.

This course has been coordinated as an afternoon session, following a separate morning course by Mr. Zegarelli on the issue of *Social Networking*. Take both courses for an excellent day of CLE on cutting edge business and legal issues.

Take both courses at a discounted price of \$170 for an excellent day of CLE on cutting edge business and legal issues.

Seminar Location:

Institute for Law & Public Policy
Cal U Southpointe— Bailey Center II
135 Technology Drive
Canonsburg, PA 15317

Online Registration Only
Advance Registration Required!

To register online go to:
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Click on:

1. Professional Development & Training
2. Upcoming Seminars
3. Complete online registration form and submit payment.

Please note: This is a secure website.

Instructor: Gregg R. Zegarelli, Esq.

CalU/ILPP is pleased to have instruction for this course by Gregg Zegarelli, Esq., one of the pioneers of “computer law,” and managing shareholder of Technology & Entrepreneurial Ventures Law Group, PC.

Mr. Zegarelli is admitted to practice law in the Commonwealth of Pennsylvania, District of Columbia and State of Illinois. He is a graduate of Duquesne University and its law school, and he is qualified to sit for the CPA examination.

Mr. Zegarelli was lead counsel in *Borings v. Google*, the first case against Google and its Street View program for infringement, with a successful overturn at the Third Circuit Court of Appeals that resulted in the only known final judgment against Google as an intentional trespasser.

For more than 20 years, Mr. Zegarelli has represented companies of all shapes and sizes, from startup to public, advising on business operations. He has negotiated deals with Coca-Cola, Disney, General Electric, Intel, Lion’s Gate, Mattel, Metro-Goldwyn-Mayer (MGM), Microsoft, Sony and Xerox. He has represented clients in federal and state courts and has worked with the FBI on investigations. Mr. Zegarelli is a frequent Arbitrator for the American Arbitration Association presiding over more than 100 arbitrations. He was appointed to the panel of neutrals for the U.S. Copyright Arbitration Royalty Panel for two years prior to internalization, and he is an Early Neutral Evaluator and Arbitrator for U.S. District Court for the Western District of PA.

Mr. Zegarelli served two terms as the first Chairman of the ACBA Lawyers Online program—the first telecommunications service sponsored by a local bar association. He has been interviewed by media, such as KDKA (Internet gambling), CNN (electronic privacy in the workplace), WMNY (workplace ethics), TBC Today (entrepreneurism), and USLive (getting inventions to market), and he is author of *Computer Fraud and Abuse Act* for the MacMillan (Gale Group) Encyclopedia.

Mr. Zegarelli is a frequent speaker, bringing competent instruction with interesting, enthusiastic and brisk presentations.