

TRADEMARK LAW AND PRODUCT PLACEMENT IN MEDIA

May 14, 2010, noon-1:30 p.m.

Moot Court Room

University of Maine School of Law, 246 Deering Avenue, Portland

Brown-bag style / beverages provided / no fee to attend

Registration required: kmasters@usm.maine.edu

Format:

- Introduction to trademark law and product branding
- Selected audience stories about brand integration, product placement and trademark clearance issues in audio-visual projects for TV, film and web
- Discussion by panel of trademark law experts regarding issues raised
 - Kevin Haley, Esq. / Charles Bacall, Esq. / James Keenan, Esq.
- Full audience participation / discussion and conclusion

Who should attend:

- Film & video producers
- Marketing and advertising professionals
- Attorneys and law students
- Anyone interested in trademark law and business development

Host and contact:

- Center for Law & Innovation, University of Maine School of Law
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