



Fall CLE Event

Kelley Drye Continuing Legal Education Seminar

Firm Event

October 27, 2010 from 9:00 am to 4:45 pm (EDT)

New York

New York, NY

Please join us for our full-day of complimentary CLE seminars, offering six and a half total CLE credits. If you are not available to attend for the entire day, you have the option to attend any single seminar of your choice.

Schedule

8:30 am

Registration and continental breakfast

9:00 am - 11:00 am

Preventable Problems in E-Discovery: Document Retention, Litigation Holds and the Triggering Event

Receive 2.0 New York General CLE Credit Hours

The legal press is full of articles describing the large financial penalties courts have imposed for destroying documents, and corporate complaints about the huge costs of complying with eDiscovery requirements. This program focuses on:

- Creating defensible and cost-effective record retention policies before litigation starts.
- Preventable traps and pitfalls when designing and implementing litigation holds.
- Defensible criteria for deciding when eDiscovery requirements are "triggered."

11:15 am - 12:15 pm

Developments in Advertising Enforcement and Litigation

Receive 1.0 New York General CLE Credit Hours

This seminar will provide an update on Federal Trade Commission activity under the Obama Administration and trends in false advertising litigation, including a discussion of recent Lanham Act cases.

The presenter will outline practical advice for in-house counsel to comply with FTC regulations and avoid false advertising lawsuits. Additional topics will include:

- Principles of advertising law, including claim substantiation;
- The revised FTC requirements regarding the use of endorsements and testimonials in

advertising; and

- Key developments in the courts on substantive and procedural topics.

12:45 - 2:45 pm - Lunch available during session

Practical Advice for Building, Maintaining and Protecting your Brands

Receive 2.0 New York General CLE Credit Hours

Intellectual property rights are among the most important assets of any company. Choosing strong marks to identify your brands, and maintaining, protecting and enforcing those rights, are critical to continued business success. This program will provide tips and practical advice for effectively and efficiently building and protecting your valuable rights, including insight from two in-house attorneys.

3:15 - 4:45 pm

Attorney-Client Privilege and Ethical Concerns of Representing Corporate Employees

Receive 1.5 New York Ethics CLE Credit Hours

Recent cases have highlighted the risks of interviewing company employees during internal corporate investigations. This program will address recent developments and best practices for such investigations, focusing on Upjohn or "Corporate Miranda" warnings, joint representation issues and joint defense agreements.

In accordance with the requirements of the New York State Continuing Legal Education Board, these non-transitional continuing legal education programs are not approved for the newly admitted attorneys within the first two years of admission to the Bar.

Related Services

Litigation

Trademark and Copyright Litigation

Advertising and Marketing