

How to Benefit from User-Generated Content While Lowering the Legal Risks

New York CLE Seminar Series

Firm Event

October 7, 2008 from 3:00 pm to 5:00 pm (EDT)

Washington, DC

New York, NY

Over the past few years, a growing number of companies have launched campaigns involving user-generated content. These types of campaigns offer many advantages for marketers who may benefit from the publicity and a more engaged customer base. Along with these advantages come a number of legal challenges, though. In addition to being liable for their own actions, companies may also find themselves liable for content posted or actions taken by consumers.

This CLE will focus on the key ways that companies are using user-generated content, such as sweepstakes, contests, blogs, wikis, and other social media. The speakers will explore some of the legal risks associated with these types of campaigns, including claims that have been brought in recent lawsuits as well as potential defenses. Finally, the speakers will offer practical advice on how to manage social media websites and structure campaigns with user-generated content in a manner that minimizes the legal risks.

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

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