



THE STATE BAR OF CALIFORNIA
INTELLECTUAL PROPERTY SECTION
PRESENTS

Earn 7.5
Hours of MCLE
Credit which includes
1.25 Hours of Legal Ethics

**ADULTS
ONLY**

Adults Only IP

TUESDAY, FEBRUARY 24, 2015

Los Angeles Airport Marriott

5855 West Century Boulevard

Los Angeles, CA 90045

Register Online:
<http://ipsection.calbar.ca.gov>

 #CAIPSection

PROGRAM

8:00–8:30 AM

Registration & Continental Breakfast

8:30–8:45 AM

Welcome & Opening Remarks

Hannah Poteat, *Poteat Law*

8:45–10:15 AM

Growing Like a Weed: IP Law for Cannabis Businesses

The growing, processing and distribution of marijuana is already legal to one degree or another in about half of the 50 states + Washington, D.C.; it is already a billion-dollar a year business and is projected to grow to \$8 billion (or more) by 2018. And that doesn't include the ancillary businesses that support the industry: software, lighting & moisture control equipment, accounting and legal services, advertising, etc. Like every emerging industry since the founding of the country, with growth comes a host of IP issues. This panel will discuss them based on real experience to date.

MCLE credits: 1.50

Speakers: Lance Rogers, *Bremer Whyte Brown & O'Meara, LLP*
Shabnam Malek, *Cobalt Law, LLP*
Peter Gutenberg, *Law Office of Peter Gutenberg*

Moderator: David Branfman, *Branfman Law Group, P.C.*

10:15–10:30 AM

Break

10:30–11:45 AM

Protecting Highly Infringed Content: Copyright and the Adult Industry

Adult content is well known for being both highly infringed and a hot bed of questionable infringement accusations. Its unique place in our society leads to particular, and particularly interesting, challenges. Hear from our panel of experts about strategies and issues special to protecting adult entertainment content.

MCLE credits: 1.25

Speakers: Allan Gelbard, *The Law Offices of Allan Gelbard*
Roy Liebrecht, *Lookhu.com*

11:45 AM –1:15 PM

Luncheon Keynote: Having It All: Protecting Free Expression and IP Rights

Preeminent First Amendment attorney Paul Cambria, who has represented Larry Flynt, DMX, and Marilyn Manson, will share his experiences on the cutting edge of protecting and defending adult content. Over lunch, Paul will discuss the nexus of criminal law, constitutional law, and intellectual property, and examine how each influences the others when tackling such groundbreaking subject matter.

MCLE credits: 1.0

Keynote Speaker: Paul Cambria, *Lipsitz Green Scime Cambria LLP*

SCHEDULE

1:15–2:30 PM

Getting Down and Dirty with the USPTO: IP for the Immoral and Scandalous

Dealing with unusual trademarks or patentable devices, especially those that may be considered obscene, scandalous, or immoral, can add extra complexity to protecting clients' assets. Our panel of accomplished attorneys will share their experiences and tips for registering and enforcing potentially problematic marks and inventions.

MCLE credits: 1.25

Speakers: Greg Piccionelli, *Piccionelli & Sarno*
Anna Vradenburgh, *The Eclipse Group, LLP*
Tammy Terry, *Osha Liang, LLP*

2:30–2:45 PM

Break

2:45–4:00 PM

50 Shades of IP: Adult-Oriented Transformative Works

From 50 Shades of Grey to Ellery Queen, transformative works such as fan fiction and fan art have been a part of popular culture since the advent of the novel itself. Each change in technology brings new ways works can be transformed, and new challenges for rights holders, users, and the legal system. Our panel of experts will discuss fan fiction, fan art, cosplay, fictional characters in virtual worlds, and how adult content may affect a fair use analysis, both in the U.S. and internationally.

MCLE credits: 1.25

Speakers: Corynne McSherry, *Electronic Frontier Foundation*
Todd Alberstone, *Alberstone Consulting*

Moderator: Hannah Poteat, *Poteat Law*

4:00–4:15 PM

Break

4:15–5:30 PM

In the Footsteps of Saul Goodman: The Ethics and Morals of Representing Controversial Clients

What ethical duties arise when representing clients that may be engaged in illegal ventures? What happens to an attorney's reputation when representing unpopular clients or unsavory topics? And is there a difference between the ethics and morals behind these representations? Our panel of experts will discuss these topics and their experiences representing marijuana dispensaries, the adult entertainment industry, criminal defendants, and so much more.

MCLE credits: 1.25 Legal Ethics

Speakers: Jeffrey Douglas, *The Law Office of Jeffrey J. Douglas*
Michael Fattorosi, *The Law Offices of Michael W. Fattorosi, P.C.*
Edward Lear, *Century Law Group, LLC*
David Welch, *D | R Welch Attorneys at Law*

REGISTRATION INFORMATION

ONLINE REGISTRATION:

<http://ipsection.calbar.ca.gov>

REGISTRATION BY MAIL:

Your registration must be received no later than **Tuesday, February 17, 2015**. Please send your completed registration form and check payable to The State Bar of California to:

*Program Registrations
The State Bar of California
180 Howard Street
San Francisco, CA 94105-1639*

REGISTRATION BY FAX:

Fax to program registrations at (415) 538-2368. VISA/MasterCard only. Credit Card information is mandatory. Photocopies of checks will not be accepted.

ON-SITE REGISTRATIONS:

On-site registration opens at 8:00 AM. Call to confirm to space availability.

CANCELLATIONS/REFUND POLICY:

Cancellations and requests for refunds must be received in writing no later than **Tuesday, February 17, 2015** and are subject to a \$25 service charge. Refunds will not be available after Tuesday, February 17, 2015.

SPECIAL ASSISTANCE:

For special assistance, please call (415) 538-2375.

QUESTIONS:

For registration information call (415) 538-2508. Telephone registrations will not be accepted. For program content and/or Section information call (415) 538-2375.

CYLA MEMBERS:

Now offering 25% off registration. Call (415) 538-2375 for more information

PROGRAM PLANNING COMMITTEE

Hannah Poteat, Chair

*Poteat Law
San Francisco, CA
hpoteat@poteatlaw.com*

Dave Branfman

*Branfman Law Group PC
Oceanside, CA
dbranfman@branfman.com*

Heather Antoine

*Antoine Law Group APC
Beverly Hills, CA
hantoine@antoinelaw.com*

Aurelia Schultz

*Schultz Law Offices
Milwaukee, WI
Aurelia@schultzlaw.us*

Warren Dranit

*Spaulding McCullough & Tansil LLP
Santa Rosa, CA
Dranit@smlaw.com*

Kristina Robledo

*The State Bar of California
Intellectual Property Section
Coordinator
Kristina.robledo@calbar.ca.gov*

**Adults Only IP
Los Angeles Airport Marriott
Tuesday, February 24, 2015**

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____
(Required for email confirmation)

Check here if you do not want your information released.

Program package includes 7.50 hours of MCLE of which 1.25 hours applies to Legal Ethics, program materials, continental breakfast, and lunch.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395** Members of The State Bar of California Intellectual Property Section
- \$490** Non-Member of The State Bar of California Intellectual Property Section (2015 Section Membership included)
- \$490** All Registrations after **Tuesday, February 17, 2015** (2015 Section Membership included)
- \$270** Law School Faculty / Paralegals / Government and Non-Profit
- \$100** Non-Attorney Law Students (Student ID Required * Space Limited)

AMOUNT ENCLOSED OR TO BE CHARGED \$ _____

CREDIT CARD INFORMATION (VISA/MasterCard Only)

I authorize The State Bar of California to charge my program registration to my VISA/MasterCard account. (No other credit card will be accepted.)

Account Number: _____

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____
(Visa or MasterCard only)

Deadline: In order to pre-register, your form and check, payable to The State Bar of California, or credit card information, must be received by Tuesday, February 17, 2015

Register Online: <http://ipsection.calbar.ca.gov>

Mail To: Program Registrations, The State Bar of California,
180 Howard Street, San Francisco, CA 94105.

Fax To: Program Registration at 415-538-2368. In order to fax your registration, credit card information is MANDATORY.
(Photocopies of checks will NOT be accepted.)



The State Bar of California
Intellectual Property Section
180 Howard Street
San Francisco, California 94105

First Class PRSRT
U.S. POSTAGE
PAID
Documentation

Adults Only IP

TUESDAY, FEBRUARY 24, 2015

Los Angeles Airport Marriott

5855 West Century Boulevard

Los Angeles, CA 90045

**Earn 7.5 Hours of MCLE Credit which includes
1.25 Hours of Legal Ethics**

REGISTER ONLINE:

[www.http://ipsection.calbar.ca.gov](http://ipsection.calbar.ca.gov)

