



Pike & Fischer presents:

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# Legal Risk Management in the Web 2.0 World

September 18, 2007 • AED Conference Center • Washington, DC

## A Unique and Groundbreaking One-Day Legal Forum

Make plans now to join Pike & Fischer for this one-day legal forum where the growing array of legal risks associated with social networking, user-generated content (UGC) and other Web 2.0 applications will be discussed and debated in depth. Don't miss this opportunity to:

- Learn more about one of the most dynamic and fast moving areas of Internet and telecommunications law
- Stay one step ahead of the competition
- Network with your peers

Make sure you're on hand when our panel of top legal practitioners and industry experts debate and discuss these timely Web 2.0 legal questions:

- Should social networking ventures be held liable for misinformation, slanderous comments or other harmful data that appear on their Web sites?
- How much responsibility should Web sites bear for the conduct of their users?
- How can Web site owners limit their liability for users' misuse of intellectual property?
- Do consumers forfeit substantial privacy rights when they post their information on social networks?
- What responsibilities do Web sites bear in protecting their users from criminals?
- How can Web site owners convince content owners that proprietary material will be protected?
- What are venture capitalists looking for when it comes to the profit potential of online communities?
- What business plans, end-user agreements, terms of service, privacy policies, and parental controls do the experts recommend to ensure solid protections?

*"... MySpace had no duty to protect [the minor plaintiff] from [defendant's] criminal acts nor to institute reasonable safety measures on its website. If anyone had a duty to protect [the minor], it was her parents, not MySpace."*

Sam Sparks, U.S. District Judge for the Western District of Texas  
*Doe v. MySpace, Inc.*, 22 ILR (P&F) 1, 474 F Supp 2d 843 (WD Tex, 2007).

## Keynote Addresses



**Dan Glickman** *(invited)*  
President & CEO  
MOTION PICTURE ASSOCIATION OF AMERICA (MPAA)



**Jules Polonetsky**  
Chief Privacy Officer and SVP,  
Consumer Advocacy  
AOL

## FEATURED SPEAKERS INCLUDE:

**Robert Corn-Revere**  
Partner  
DAVIS WRIGHT TREMAINE LLP

**William Patry**  
Senior Copyright Counsel  
GOOGLE, INC.

**Christopher Wolf**  
Partner  
PROSKAUER ROSE LLP

**Stephen Kline**  
Chief Safety Officer  
XANGA.COM

**Phyllis Marcus**  
Sr Attorney, Div. of Enforcement, Bureau of  
Consumer Protection  
FEDERAL TRADE COMMISSION

**Barbara W. Wall**  
VP & Associate General Counsel  
GANNETT CO., INC.

**Martin Hansen**  
Partner  
COVINGTON & BURLING LLP

**Rob Dolin**  
Program Manager, Windows Live  
Experience Social Networking Team  
MICROSOFT

**Adam Palmer**  
GC & Chief Cyber Security Counsel  
CYVEILLANCE, INC.

**David E. Leibowitz**  
Executive VP, Business & Legal Affairs  
GOTUIT

**Bruce Joseph**  
Partner  
WILEY REIN LLP

**Scott Sleek**  
Director  
PIKE & FISCHER'S BROADBAND  
ADVISORY SERVICES

**Tim McElgunn**  
Chief Analyst  
PIKE & FISCHER'S BROADBAND  
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**Christian Mayaud**  
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# LEGAL RISK MANAGEMENT IN THE WEB 2.0 WORLD

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Dear Colleague,

Join Pike & Fischer for this unique and groundbreaking one-day legal forum where we'll discuss and debate the growing array of legal risks associated with social networking, user-generated content (UGC) and other applications in the burgeoning Web 2.0 world. Learn about existing and potential liabilities and how you can manage the risks of your organization and those of your clients.

You won't want to miss this opportunity to network with the top legal and industry experts in this space and participate in event discussions about this fast-moving area of law.

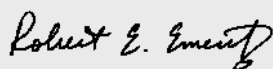
**Legal Risk Management in the Web 2.0 World** is *the* exclusive forum where the fundamental legal risks and challenges posed by the explosion of Internet technologies will be debated and discussed and new paradigms outlined. You'll gain inside knowledge and unparalleled insight into the legal forces that will shape tomorrow's Web 2.0 world.

You'll also have ample time to meet-and-greet with some of the top legal minds in the field, and to network with Pike & Fischer's own team of legal editors and Broadband Advisory Services analysts.

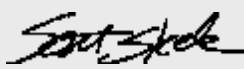
**Legal Risk Management in the Web 2.0 World** is the one event you cannot afford to miss. Stay ahead of the curve and in front of your rivals - reserve your seat today by calling 800-255-8131, ext. 248 or by faxing the order form on the back of this brochure to 301-562-1521. You may also email your registration to [CustomerCare@pf.com](mailto:CustomerCare@pf.com) or register online at [www.pf.com/lrm/index.asp](http://www.pf.com/lrm/index.asp).

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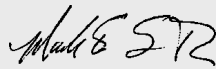
We hope you'll join us!



**Robert Emeritz**  
Senior Director  
Pike & Fischer's  
Communications  
Regulation



**Scott Sleek**  
Director  
Pike & Fischer's  
Broadband  
Advisory Services



**Mark Smith**  
Managing Editor  
Pike & Fischer's  
Internet Law &  
Regulation

## SPONSORSHIP OPPORTUNITIES

**Legal Risk Management in the Web 2.0 World** will gather the country's top legal and business experts in an elite forum geared toward high-level discussions of the growing body of legal precedents and challenges driven by Web 2.0 technologies. We welcome appropriate sponsors who seek greater recognition among and contact with top legal practitioners and industry experts in this space.

Event sponsors will receive prominent acknowledgement not only at the event itself, but also via email, print and web advertising leading up to the event. **Pike & Fischer**, our **Broadband Advisory Services** group, and our **Communications Regulation** and **Internet Law & Regulation** legal reference services reach thousands of senior-level executives, attorneys, regulators, policy makers, major investors and business and legal journalists - ensuring that your brand and message reaches the right audience.

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## ABOUT THE AED CONFERENCE CENTER

The Academy for Educational Development (AED) Conference Center is located on Connecticut Avenue in Northwest Washington, D.C. in the heart of the Dupont Circle neighborhood. It is just four blocks from the Dupont Circle Metro station, nestled in a neighborhood of tree-lined streets, diplomatic residences, restaurants, and art galleries.

**AED Conference Center:**  
1825 Connecticut Avenue, NW  
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**Pike & Fischer has partnered with the Hilton Washington to secure reduced rates for event attendees.** Contact the Hilton Washington directly for reservations and be sure to mention **event code 7250102** to secure the special event discount of \$195. Based on availability.

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## CLE ACCREDITATION

Pike & Fischer will apply for CLE accreditation for this conference in all states requested. Attorneys requesting CLE credit must sign up individually at the registration desk. CLE processing may take 1-3 months and a request does not automatically guarantee credit. CLE status will be sent to you as soon as it becomes available.

## Who Should Attend?

### Attorneys in the following practice areas:

- Telecom law
- Internet law
- Mergers & Acquisitions
- Intellectual Property
- Privacy & Security

- First Amendment
- Criminal Law

### Executives from:

- Cable companies
- Telcos
- Internet service providers
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- Online media companies
- Equipment & software providers
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7:30 a.m. – 8:30 a.m.

## REGISTRATION & CONTINENTAL BREAKFAST

8:30 a.m. – 8:45 a.m.

## OVERVIEW OF OPPORTUNITIES & RISKS

The rise of broadband connections and social media is ushering in a democratization of the World Wide Web, allowing consumers to create and share their own photos, videos and musings with millions of users. Pike & Fischer analysts will outline the day's agenda and discuss the myriad ways that people are using social media.

8:45 a.m. – 9:30 a.m.

## MORNING KEYNOTE

9:30 a.m. – 10:45 a.m.

## DIGITAL RIGHTS MANAGEMENT

The growth of broadband connections is allowing video content owners to deliver more and more of their entertainment, information and advertising over the Internet. That creates new revenue streams for Web portals, content aggregators and broadband service providers. But that business could dry up if Web site operators can't convince content owners that their proprietary content will be protected from piracy. How much responsibility should Web sites bear for the conduct of their millions of users? How can they limit their liability for users' misuse of intellectual property? How can they convince content owners that proprietary material will be protected, so they can secure licensing deals?

10:45 a.m. – 11:00 a.m.

## COFFEE & NETWORKING BREAK

11:00 a.m. – 12:00 p.m.

## CITIZEN JOURNALISM, LIBEL & PRIVACY

New and emerging broadband technologies, as well as applications like blogs and wikis, are allowing anyone to become a journalist or historian. In minutes a consumer can capture an event with a cell phone and upload it to the Internet. Anyone can add encyclopedic data to entries on Wikipedia – often anonymously. But what happens when people who are named in these entries claim defamation or invasion of privacy? Whom do they sue, especially when the origin of the content is obscured? Should the hosts of these new social networking ventures be held liable for misinformation, slanderous comments or other harmful data that appear on their sites?

12:00 p.m. – 1:30 p.m.

## LUNCHEON AND KEYNOTE SPEAKER

1:30 p.m. – 2:30 p.m.

## ONLINE SOCIAL NETWORKS & PRIVACY

People are flocking to social networking sites such as MySpace and Facebook to introduce themselves to Web users around the world. But this can come back to haunt them. Employers are increasingly searching MySpace to look for revealing details on prospective employees. And teenagers' social networking sites are often targeted by online predators looking to set up clandestine meetings. Do consumers give up substantial privacy rights when they post their information on social networks? And what responsibilities do Web sites bear in protecting their users from criminals?

2:30 p.m. – 3:45 p.m.

## VENTURE CAPITAL PANEL

What are venture capitalists looking for when it comes to the profit potential of online communities? What types of social media do they see as too risky – financially, legally or both? How confident are they that social networking is here to stay, and not just a fad? What kinds of business plans do they believe are the most sustainable?

3:45 p.m. – 4:00 p.m.

## COFFEE & NETWORKING BREAK

4:00 p.m. – 5:00 p.m.

## CREATING SOLID PROTECTIONS

Experts offer insights on crafting sound business plans, end-user agreements, terms of service, privacy policies, parental controls, etc. for social media sites. Broadband service providers will also receive guidance on due diligence when launching, partnering with or acquiring a social networking site.

5:00 p.m. – 5:30 p.m.

## CLOSING REMARKS

For the latest agenda, including newly added speakers and speaker biographies, visit <http://www.pf.com/lrm/index.asp>

## HOST PUBLICATIONS

### Internet Law & Regulation

www.ilrweb.com - Complete Coverage of Legal & Regulatory Developments Affecting e-Business

### Communications Regulation

### Broadband Daily

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**Venue:** AED Conference Center  
1825 Connecticut Avenue, NW  
Washington, D.C. 20009

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For your convenience, parking is available at 2005 Florida Avenue NW, between Connecticut Avenue and T Street. The hours are 7:00 am to 11:00 pm.

**Early-bird discounts apply to all attendees who register by August 17th**

**Learn the very latest about Web 2.0 legal developments during these hard-hitting interactive panel discussions:**

- Overview of Web 2.0 Opportunities & Risks
- Web 2.0 & Digital Rights Management
- Citizen Journalism, Libel & Privacy
- Online Social Networks & Privacy
- Venture Capital Panel
- Creating Solid Protections

## 5 Easy Ways to Register

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**Early Bird Rates! Through August 17**  
**Standard Rates After August 17**

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- Government & Academic Registration \$425
- Registration by Aug. 17th \$695
- Registration after Aug. 17th \$795

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