



908 ■ Management

11 AM - 12:30 PM

Legal Issues Facing the Magazine Industry

Legal concerns and potential liabilities continue to have a major impact on the success (if not the survival) of magazines today. This presentation will alert you to and advise you on how to avoid and deal with a wide variety of "hot" legal issues.

- Circulation marketing • Online concerns such as ownership of electronic rights
- Developments in libel law • Recent key "invasion of privacy" decisions • Significant new rulings in copyright and trademark law

Moderator: Lawrence Edward Savell,
Attorney, Chadbourne & Parke, LLP.

Lawrence advises and represents clients on matters including libel, privacy, First Amendment, trademark, copyright, contract, negligence and product liability.

Panelists: Rita Cohen, Senior Vice President, Legislative and Regulatory Policy, Magazine Publishers of America. *Based in the MPA's office of government affairs in Washington, D.C., Rita plays a key role in the MPA's efforts to promote legislative solutions to circulation marketing issues that balance consumer protection and legitimate marketing objectives.*

Mark Austin Schmidt, President, Internet Research Group. *Mark has been involved in sales and marketing for over two decades. He has extensive experience designing and developing marketing and sales strategies for a wide variety of products and services and has worked with over 90% of the Fortune 500 companies.*

Jerry W. Schwartz, Vice President, Business Development, iCopyright.com. *iCopyright.com is an instant copyright and reprint clearinghouse. Jerry's responsibilities include overseeing publisher relationships. Jerry is a licensed attorney with specialization in international transactions and global business structure development.*

Edward L. Smith, Attorney-at-Law, Hollyer Brady Smith Troxell Barrett Rockett Hines & Mone LLP. *Ed is a corporate lawyer and litigator who specializes in media law. Formerly, Ed was vice president and counsel of Newsweek, corporate attorney for The New York Times, and an assistant United States attorney in New York City.*