

CASE STUDY CS702 3:30-5:30PM

The Law & Your Magazine: What's New?



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

- The Tasini case—potholes in the "information superhighway": Who owns the electronic rights to articles by free-lancers and how you can cover yourself through careful contractual language
- Libel law update: Liability for book and other reviews; lessons from recent massive court judgments; how proposed legislation may reduce the costs and risks of litigating against defamation claims
- When parody is no joke: The potential risks of running ad or other parodies and how you can protect yourself
- Product liability claims against publishers: Can you be held responsible for physical injuries suffered by readers who rely on information presented in articles or advertisements?
- "Masking" confidential sources: Avoid liability for making a source "identifiable"
- Recent significant developments in privacy and trademark

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