

AGENDA

8:00 am

REGISTRATION + BREAKFAST

9:00 am

INITIATE DOWNLOAD

9:30 am

TECH TRANSFORMS HOW AND WHERE WE WORK

SPEAKER:

Katharine Zaleski, President, PowerToFly

9:45 am

WHAT'S NOT TO "LIKE"?

Social Media and the Workplace

Social media has taken on increasing relevance in the employment lifecycle. From managers looking at job applicants' Facebook pages and posts, to employees divulging their employers' confidential information on Instagram or Twitter, to disgruntled former employees disparaging their employers via personal blogs, the impact of social media on employees and employers is significant. Learn from our panel of experts how to navigate this bumpy terrain and avoid legal landmines.

PANELISTS:

Lisa A. DeRoché, Vice President of Human Resources, Brightpoint Health

Linette S. Hwu, Vice President, Business & Legal Affairs, Scripps Networks Interactive

Katie Short, Assistant General Counsel & SVP Bank of America, Legal- Global Labor & Employment

MODERATORS:

Laura Sack, Partner, Davis Wright Tremaine LLP

Lyle Zuckerman, Partner, Davis Wright Tremaine LLP

10:35 am

TECH TRANSFORMS HOW WE TRANSFER VALUE

SPEAKER:

Michael Casey, Senior Adviser, MIT Media Lab Digital Currency Initiative

10:50 am

BREAK

11:05 am

DIGITAL DANGER

A Practical Guide to Cybersecurity

In today's digital age, data drives business. Companies collect, store, use and share volumes of customer, employee and proprietary data – often from across the globe. As cybersecurity intrusions become more frequent, every organization faces increasing challenges to protect the privacy and security of their electronic data. Because every department within the organization offers a potential source of a breach, employees in all parts of the organization must be responsible for playing their part in data protection. This session will walk through practical steps to help your company identify data risks and shield against such dangers. Industry experts will discuss:

- How to assess your organization's electronic data risks
- Best practices to shield against cybersecurity intrusions and legal exposure
- How to address cross-border and global security concerns
- What to do if there is a security incident

PANELISTS:

Regan Adams, Cyber Risk Counsel, Transatlantic Reinsurance Company, Inc.

Clark Russell, Assistant Attorney General, Deputy Chief of the Internet Bureau, New York Office of the Attorney General

Robert Stankey, Partner, Davis Wright Tremaine LLP

MODERATOR:

Christopher Avery, Counsel, Davis Wright Tremaine LLP

AGENDA

11:55 am

PICS, GAMES, TWEETS & SELFIES

Right of Publicity Litigation Goes Digital

Celebrities use the right of publicity to control the commercial exploitation of their names, likenesses and other indicia of their personality. And content creators traditionally rely on the First Amendment and statutory exemptions to shield expressive works. However, as technology now allows content creators to incorporate athlete and celebrity identities into an expanding array of digital media, the line between commercial exploitation and expressive activity continues to blur. Our expert panel will examine the courts' most recent attempts to reconcile traditional right of publicity and First Amendment jurisprudence in the digital arena, and offer best commercial practices, as they discuss:

- Ongoing battles between athletes and video game companies
- Use of celebrity photographs from digital libraries
- Lessons from Katherine Heigl and the White House on the risks of tweeting
- Kanye West's dispute with "COINYE WEST" cryptocurrency

PANELISTS:

Wendy Halley, Assistant General Counsel, Head of Media & Marketing Business and Legal Affairs, Yahoo! Inc.

Karen Henry, Counsel, Davis Wright Tremaine LLP

Rebecca Sanhueza, Senior Vice President, Associate General Counsel, IMG Worldwide, LLC

Lizanne Vaughan, Vice President, Corporate Counsel, Getty Images

MODERATOR:

Elizabeth McNamara, Partner, Davis Wright Tremaine LLP

12:45 pm

LUNCH

1:45 pm

TECH TRANSFORMS OUR COMMUNITIES

SPEAKER:

John Paul Farmer, Director of Technology & Civic Innovation, Microsoft Corporation

2:00 pm

BIG DATA AND YOU

How Data Analytics are Affecting Your Daily Life and Company

Across more and more industry sectors, companies are using big data and predictive analytics to improve their business strategies and how they interact with customers. Big data is now impacting products and services that affect your daily life - such as advertising, shopping, food, transportation, and health care. This session will give you a primer on the new world order of big data, with experts discussing:

- How big data is created and deployed – explained by a data scientist
- Examples of how big data is being used across multiple industry sectors
- The ecosystem of business and contractual relationships involved in big data
- Tips for business agreements, contractual protections with consumers, and other legal issues if your company uses big data

PANELISTS:

Matthew Peters, PhD, Director of Data Science, Moz

Leon Samuel, Chief Executive Officer and President, QWASI Inc.

Wendy Kearns, Partner, Davis Wright Tremaine LLP

MODERATOR:

Daniel Waggoner, Partner, Davis Wright Tremaine LLP

2:50 pm

BREAK

AGENDA

3:00 pm

WEARABLE WORLD

Legal Issues with Wearable Technologies

Technology is rapidly becoming wearable and fashionable – as companies across many industries develop apparel, eyewear, jewelry, accessories, activity trackers, baby monitors, and other body devices imbued with computing power and wireless connectivity. While providing significant new functionality for consumers, the growing world of wearable devices also triggers new legal challenges. An expert panel will delve into the legal issues that companies will face in the new wearable world, including:

- Intellectual-property issues
- Privacy and security of user data
- Employment law challenges in the workplace
- Product liability and consumer safety concerns

PANELISTS:

Ewa M. Abrams, Vice President, Associate General Counsel & Chief Privacy Officer, Tiffany & Co.

John Maltbie, Director of Intellectual Property, Civil Enforcement, Louis Vuitton Americas

Geri Lynn Mankoff-Elias, Vice President & Intellectual Property Counsel, Kate Spade & Company

MODERATORS:

Kraig Baker, Partner, Davis Wright Tremaine LLP

Roxanne Elings, Partner, Davis Wright Tremaine LLP

4:00 pm

BREAK

4:10 pm

DIGITAL DOLLARS

How to Monetize and Manage Risks as Companies Grow Digital Business

An interactive roundtable with big-picture ideas will close the day at DOWNLOAD. Hear perspectives from diverse industries about how companies can monetize digital technologies to grow revenue, while also managing the risks of operating in new frontiers.

PANELISTS:

Cyna Alderman, Senior Vice President, General Counsel, Daily News, L.P.

Edward T. Ferguson, Vice President and Associate General Counsel, IAC/ InterActiveCorp; General Counsel, IAC Search

Greg McCurdy, Senior Counsel, Policy, Uber Technologies, Inc.

Robin Smith, Vice President and General Counsel, Americas, LEGO Systems, Inc.

MODERATOR:

Jimmy Nguyen, Partner, Davis Wright Tremaine LLP

5:15 pm

COCKTAIL RECEPTION