

<b>8:00 AM</b>	<b>Registration + Continental Breakfast</b>
<b>9:00 AM</b>	<b>Welcome + Introduction</b>
<b>9:10 AM</b>	<b>Social, Mobile, Digital - What's Next?</b> <i>Hot Legal Issues in Advertising and Marketing</i>
<b>10:00 AM</b>	<b>Tracking, Transfers, and Transparency:</b> <i>Privacy and Security Issues for Web and Mobile Services</i>
<b>10:50 AM</b>	<b>Break</b>
<b>11:10 AM</b>	<b>Intellectual Property Enforcement in the Dot-Com Era</b>
<b>12:30 PM</b>	<b>Lunch Served</b>
<b>1:15 PM</b>	<b>Breakout A:</b> <i>Patent Issues for Internet and Mobile Technologies</i>
<b>1:15 PM</b>	<b>Breakout B:</b> <i>Disability Laws in the Digital Age</i>
<b>1:15 PM</b>	<b>Breakout C:</b> <i>Digital Licensing - Six Risks That Should Cause You to Think (and Maybe Worry!)</i>
<b>2:15 PM</b>	<b>New Ways to Pay:</b> <i>The Role of Payments in Digital Commerce</i>
<b>3:15 PM</b>	<b>M&amp;A in the Digital Sector:</b> <i>Acquisition Strategies in the Digital Industry</i>
<b>4:15 PM</b>	<b>Break</b>
<b>4:30 PM</b>	<b>Digital 360: A General Counsel Roundtable</b> <i>About Lawyers in the Digital Media Age</i>
<b>5:30 PM</b>	<b>Cocktail Reception</b>

# SOCIAL, MOBILE, DIGITAL —WHAT'S NEXT?

## HOT LEGAL ISSUES IN ADVERTISING AND MARKETING

From dot-com disclosures to social media campaigns, hear how experienced in-house counsel are dealing with the most challenging legal and regulatory issues in marketing today. Topics covered include:

- Compliance with the latest regulatory and enforcement initiatives relating to online, mobile, and social marketing
- Strategies to address legal issues arising from use of social media platforms
- Analysis of multiplatform ad campaigns
- Intellectual property clearance, talent and rights issues

MODERATOR: **Nancy Felsten**, Partner, Davis Wright Tremaine LLP

PANELISTS: **David G. Mallen**, Deputy Director, National Advertising Division, Council of Better Business Bureaus, Inc.

**Marni Beck Pedorella**, Vice President, Intellectual Property, NBCUniversal Media, LLC

**Heidi Young**, Executive Vice President & Deputy General Counsel, Advertising, Re:Sources USA, a division of Publicis Groupe

# TRACKING, TRANSFERS, AND TRANSPARENCY

## PRIVACY AND SECURITY ISSUES FOR WEB AND MOBILE SERVICES

The rise of Web and mobile platforms allows companies to gather and leverage more data about consumers. But the data-gathering power of digital technologies also creates danger from privacy and security risks. In this session, leading industry thinkers will highlight major risk areas and give practical advice on how companies can stay out of trouble. Topics covered include:

- Emerging issues for behaviorally targeted advertising
- Unique privacy issues for mobile applications and services
- How to safely share data with third parties
- Around the globe—compliance headaches in Europe, and trends in Asia and Latin America
- Recent government enforcement actions—the FTC’s broad application of Section 5 authority and Wyndham Worldwide’s challenge

MODERATOR: **Christin McMeley**, Partner, Davis Wright Tremaine LLP

PANELISTS: **Steve Caldwell**, Global Privacy & Digital Law, The Procter & Gamble Company  
**Amy Colando**, Assistant General Counsel, Applications and Services & Dynamics Group, Microsoft Corporation  
**Gerard J. Lewis, Jr.**, Senior Vice President, Deputy General Counsel; Chief Privacy Officer, Comcast  
**Robert Stankey**, Partner, Davis Wright Tremaine LLP

# INTELLECTUAL PROPERTY ENFORCEMENT

## IN THE DOT-COM ERA

The Internet makes it easier for companies to widely distribute their content and products to consumers. But it also makes it easier for intellectual property infringement to occur on a mass scale. Our speakers will discuss their work on cutting-edge issues with trademark and copyright enforcement on the Internet, and provide advice on how companies can better protect their IP assets in the online world:

- The *North Face Apparel Corp. v. Fujian* case, and innovative litigation tactics to combat foreign rogue websites
- Comprehensive enforcement strategies against counterfeiting of products and piracy of content on the Internet
- Strategic decisions when enforcing IP rights on the Internet
- Online content aggregators and copyright fair use: the *AP v. Meltwater* case

SPEAKERS: **Rebecca Borden**, Senior Vice President & Associate General Counsel, CBS Corporation  
**Roxanne Elings**, Partner, Davis Wright Tremaine LLP  
**Elizabeth McNamara**, Partner, Davis Wright Tremaine LLP

BREAKOUT A

# PATENT ISSUES FOR INTERNET AND MOBILE TECHNOLOGIES

The use of the Internet and mobile technology to distribute content and products is ubiquitous. So too, however, are patent infringement lawsuits brought by patent assertion entities (“trolls”) alleging infringement of patents that are directed to every aspect of Web-based technology. This breakout session will explore the rise of patent infringement lawsuits based on Internet and mobile technology, and discuss strategies for effectively dealing with such suits, including:

- Dealing with demand letters
- Indemnification
- Post-grant procedures available in the United States Patent and Trademark Office for challenging patent validity
- Obtaining favorable (and early) resolution of a patent infringement suit

DISCUSSION LEADERS: **Eric Walters and Erica Wilson**, Partners, Davis Wright Tremaine LLP

## BREAKOUT B

# DISABILITY LAWS IN THE DIGITAL AGE

Do website and mobile application operators have obligations to make their video programming, content, and digital communications systems accessible to persons with disabilities? Companies increasingly face advocacy pressure and legal claims for violations of civil rights and disability laws if they fail to provide accessible content and auxiliary aids like closed or open captioning of video, audio description of content, and text to accompany still pictures on websites. This breakout session will discuss:

- The legal landscape
- What may be coming down the pike from the regulators and disability advocacy groups
- How companies can practically address disability laws as they operate in the digital age

DISCUSSION LEADERS: **Tom Burke and Janet Grumer**, Partners, Davis Wright Tremaine LLP

BREAKOUT C

# DIGITAL LICENSING

## SIX RISKS THAT SHOULD CAUSE YOU TO THINK (AND MAYBE WORRY!)

Cloud, mobile, gamification, digital, platform, and Big Data. There are multiple buzzwords in digital licensing, but what's actually different? This breakout session identifies six risks common to licenses across the digital spectrum and suggests ways to analyze and minimize these risks in the contracting process.

DISCUSSION LEADERS: **Kraig Baker and Wendy Kearns**, Partners, Davis Wright Tremaine LLP

# NEW WAYS TO PAY

## THE ROLE OF PAYMENTS IN DIGITAL COMMERCE

The market for the payments systems and technologies that support digital commerce is complex and dynamic. On this panel, prestigious observers of the market—and participants in it—will offer their perspectives on cutting-edge issues such as:

- Mobile wallets
- P2P payments
- The changing role of the payment networks

MODERATOR: **James Mann**, Partner, Davis Wright Tremaine LLP

**Karen Ross**, Associate, Davis Wright Tremaine LLP

PANELISTS: **Jay Diamonon**, Senior Vice President for Sales, Adyen

**Mark Eggerman**, Co-Founder, Cover mobile app; former Policy Analyst/Mobile Payments Lead, Consumer Financial Protection Bureau

**Joshua Kuzon**, Associate, Corporate Strategy & Development, JPMorgan Chase

**Matthew Lipton**, Partner, Autonomous Research

**Robert Pelkowski**, Vice President & Senior Counsel, American Express

**Christine Poulon**, Senior Counsel, PayPal, Inc.



# M&A IN THE DIGITAL SECTOR

## ACQUISITION STRATEGIES IN THE DIGITAL INDUSTRY

Through the use of a case study, a panel of leading industry experts will discuss a range of topics in the dynamic world of M&A in the digital sector, including:

- What is driving M&A (content/technology, big data, non-core divestitures, social media for the enterprise market)
- Acquisition goals of strategic and financial buyers (build-or-buy, defensive, cash flow, talent, technology)
- Valuation multiples, techniques, and tools
- Special issues for divestitures
- Tips to avoid expensive and time-consuming roadblocks

MODERATOR: **Lynn Loacker**, Partner, Davis Wright Tremaine LLP

PANELISTS: **Tim Gibson**, Senior Director, Business Development, Digital Entertainment Products Group, DIRECTV

**John Roediger**, Managing Director, Signal Hill

**Marc Kenny**, Partner, Davis Wright Tremaine LLP

# DIGITAL 360

## A GENERAL COUNSEL ROUNDTABLE ABOUT LAWYERS IN THE DIGITAL MEDIA AGE

As companies increasingly use digital media platforms to engage consumers and conduct business, the opportunities and challenges for lawyers have grown. To explore the 360-degree impact of digital technologies on today's lawyers, the conference wraps up with our highlight session—an interactive roundtable with general counsels from leading companies. They will discuss the numerous ways in which digital media has affected companies, corporate law departments, and the role of lawyers—especially those working in-house.

MODERATOR: **Jimmy Nguyen**, Partner, Davis Wright Tremaine LLP

PANELISTS: **Bruce Campbell**, Chief Development Officer & General Counsel, Discovery  
Communications

**Barbara Kolsun**, Executive Vice President & General Counsel, Stuart Weitzman, LLC

**Jennifer Meeker**, Senior Vice President, General Counsel and Corporate Secretary, J. Crew

**Michael Mellis**, Senior Vice President and General Counsel, MLB Advanced Media, L.P.

**Gerson A. Zweifach**, Senior Executive Vice President & Group General Counsel, News Corp and 21st Century Fox