

Adwords and Ad Wars:

Important 2007 Copyright and Trademark Opinions

Sponsored by the Patent, Trademark & Copyright Committee

Wednesday, March 5, 2008

Lantz Welch Education Center, KCMBA Headquarters,
1125 Grand Blvd., Suite 400, Kansas City, MO 64106

Registration: 8:30 a.m. Seminar: 9 to 11:35 a.m.

2.8 CLE Hours in Missouri and Kansas (pending)

Fees: \$99 for KCMBA Member \$169 for Non-member

Moderator: **Kris Kappel**, *Chair, Patent, Trademark & Copyright Committee*

Ah, Google, the source of so much of our most interesting copyright and trademark jurisprudence. Just how have the courts been dealing with their adwords these days, and are we about to see the end of YouTube, now that it's a Google property? In this seminar, we'll look at the most important and interesting copyright and trademark cases from 2007, from criminal copyright infringement (it's true!) to parallel imports to descriptiveness to attorneys' fees awards. As always, the discussion will focus on those cases that are either important for their precedential value, or interesting because they center on topics that we don't normally see the courts cover.

Rebecca S. Stroder, *Sonnenschein Nath & Rosenthal LLP*

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Seminar Information

- **Payment** must accompany registration. KCMBA accepts cash, check or American Express, MasterCard or Visa. No admission ticket or confirmation will be sent.
- **Cancellations/No Shows:** Those who cancel at least 24 hours prior to the seminar will receive a credit voucher to use toward any KCMBA program for one year.
- **Special Needs:** If you need special accommodations, please contact KCMBA prior to the program date at (816) 474-4322.
- **Parking:** Parking is available at Standard Parking Garages at 12th & McGee and 1120 Oak or at Wall Street Towers Garage at 1112 Grand Blvd.; free for full and half-day seminars. Bring your pass to the registration table for validation.
- KCMBA members and potential members are faxed CLE notices as a service. To discontinue this service please call (816) 474-4322 ext. 313

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