

Digital Media Law Forum: Building Brands In a Digital World

Silicon Valley Bank, 3005 Tasman Dr, Santa Clara, CA 95054
09.22.2010

6:00 pm Reception and Registration
7:00 pm - 8:00 pm Program

Building a better mousetrap, widget, or search engine isn't enough. Join leading branding professionals and trademark counsel for an in-depth discussion of how to build a compelling brand, including online brand development strategies as well as best practices regarding brand protection and enforcement in both the actual and virtual worlds, focusing on "real life" practical examples.

Panelists:

- Michael Kroll, Director of Brand Strategy, Microsoft Online Services
- Stuart Tenzer, Founder, Coast Road Media LLC
- Hal Milstein, Partner, Sheppard Mullin
- Ted Max, Partner, Sheppard Mullin
- Timothy Chang, Principal, Norwest Venture Partners
- Martine Paris, Editor, Content NOW

Questions? Please contact Nena Castro, 415.774.3252, ncastro@sheppardmullin.com.

Produced by Martine Paris, Editor, Content NOW and Sheppard, Mullin, Richter & Hampton LLP

MCLE:

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1 hour of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

Attorneys

Theodore C. Max

Hal Milstein

Practice Areas

Entertainment, Technology and Advertising

Intellectual Property

Trademarks and Trade Dress

Industries

Entertainment, Technology and Advertising