

How to Avoid Being Lost in Cyberspace Legal Issues



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Introduction

- Who Are You?
- What Do You Want?
- Why?



What
Who
Why

Cyber Space

- It's Big
- It's Unexplored
- It's Opportunity



AND...

- It Could Be A Black Hole

Law Behind
Cyber Space Ahead

Where or Where Art Thou



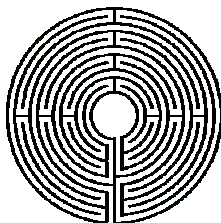
Intellectual Property

- Copyright
- Trademark
- Patent



Social Networking/Media Marketing

- Network v. Media Marketing
- One Way Street,OR
- Two Way Street



Marketing is NOT Conversation



- Do You Need to Respond?
 - Blogs/Community
- Facebook
- LinkedIn
- Plaxo
- Twitter



Maximize Opportunity Minimize Risk

- Know What You Say
- Don't Say It If You Don't Want To See It Again
- SLAP



Content

- Do You Control – OOPS !!
- What To Do
- What Not To Do



TheVirtual Meeting/Trade Show

- Watch Out
- Issues Around The Planet



Spread The Risk

- Disclaimers
- Privacy
- Security
- Red Flag Rules
- Indemnification
- Insurance



What Else is on Your Mind?



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HOWE & HUTTON, LTD., a law firm with offices in Chicago, Illinois and Washington, D.C. representing clients worldwide, specializes in the complete representation of individuals, firms and organizations in the travel, tourism, hospitality, incentive and meetings industries, and also not-for-profit organizations, including trade associations, professional societies and other related organizations.

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JONATHAN T. HOWE, ESQ., is the President/Senior Partner of Howe & Hutton, Ltd., a law firm with offices in Chicago, St. Louis and Washington, D.C. He has written hundreds of articles, papers and books, and has spoken to organizations all over the world on all manner of legal issues. He received his Bachelor of Arts degree majoring in diplomatic history and international political science with honors from Northwestern University and his Juris Doctorate with highest distinction from Duke University where he was first in his graduating class.

He serves as general counsel for Meeting Professionals International and the International Special Events Society, among others. He also is general counsel for the Society of Incentive and Travel Executives and for the prestigious Association Committee of 100 sponsored by the U.S. Chamber of Commerce. He is also a fellow and member of the International Forum of Travel and Tourism Advocates. He is a founder, immediate past President and board member of the Academy of Hospitality Industry Attorneys and was the inaugural recipient of the "Hospitality Industry Attorney of the Year". He is the legal editor for MEETINGS & CONVENTIONS and ONE - The official journal of MPI. His M&C column, Law and the Planner, was named the best monthly trade publication column by the Society of Business Publication Editors. He is the special advisor to the American Bar Association Standing Committee on Meetings and Travel and also served as the first chair of the Convention Industry Council APEX panel on industry contracts.

He is the recipient of the prestigious Meeting Professionals International Industry Award for his service to and advancement of the meetings industry. The Chicago Area Chapter of MPI awarded Jon its industry award for his dedicated and significant contribution to the meetings industry. On its 15th anniversary of publishing, he was named by MEETING NEWS as one of 15 leaders who have made the difference in the meetings industry. He is also a Fellow of the American Society of Association Executives. The Chicago Society of Association Executives selected Jon as its Associate Member of the Year. Since 1995 when MEETING NEWS began to list the 25 most influential people in the meetings industry, Jon has been named almost every year. He was recently named to the BizBash Media Hall of Fame. The Hospitality Sales and Marketing Association International honored Jon as the recipient of its HSMIA Foundation PaceSetters Award for vision and cutting edge accomplishments that have inspired countless others to think "outside the box." He is one of the few lawyers in the United States to have argued before the United States Supreme Court.

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