

ANNOUNCING AN ASME SEMINAR

2001 LEGAL UPDATE SEMINAR FOR MAGAZINE EDITORS

When: Tuesday, January 16, 2001

Where: MPA/ASME Conference Room, 919 Third Avenue at 55th Street, 22nd floor, New York City

Time: 9:00 a.m. - 12 noon (*Continental breakfast from 8:30 a.m.*)

Cost: \$110.00 per person for ASME members (\$140 for non-members)

In an increasingly competitive marketplace, print and online magazine editors carefully watching their bottom line need to be alert to, familiar with, and able to take steps to avoid or minimize potential claims, liabilities, and litigation defense costs. To provide a useful overview of and increase sensitivity to such critical matters, ASME will present the latest edition of its popular seminar on recent legal developments affecting magazine editors. Our speaker will again be Lawrence Savell, Counsel in the New York office of the law firm Chadbourne & Parke LLP.

Mr. Savell advises and represents magazine and book publishers, website operators, and other media and e-commerce clients on legal matters including libel, privacy, First Amendment, trademark, copyright, contract, advertising, negligence, and products liability law. He has written and been quoted frequently on these subjects in leading media trade journals. In an up-to-date, practical, and non-legalistic presentation, Mr. Savell will discuss a comprehensive range of legal issues affecting magazines, including the following:

1. The implications of Tasini v. New York Times for magazines and the Internet, including discussion of electronic rights to articles, photographs, illustrations, and other content from free-lancers or suppliers;
2. Contracts with free-lance writers, photographers, illustrators, and other outside content suppliers, including standard and innovative provisions you may want to consider based on your circumstances for maximum protection and flexibility;
3. Recent significant developments in libel law, including lessons from recent massive court judgments;
4. Recent key invasion of privacy decisions, including defenses to such claims;
5. Important new copyright and trademark rulings relevant to the magazine business, including "linking," "framing," and use of "metatags" on the Internet and the scope of permissible "fair use";
6. E-commerce issues;
7. Other legal claims brought against magazines, and ways to minimize such risks.

Questions will be welcome throughout the presentation as well as afterwards, encouraging open and informal discussion and interaction. Mr. Savell again invites attendees to submit in advance via e-mail (to lawrence.e.savell@chadbourne.com) specific questions or concerns, which he will address in his presentation if they are determined to be of interest to the entire audience.

An extensive updated handout will be provided for you to keep for your ongoing reference, addressing in greater detail many of the subjects discussed in the seminar.

This popular offering has historically sold out rapidly, so it is recommended that you make your and your colleagues' reservations as soon as possible.

ASME SEMINAR REGISTRATION FORM

2001 LEGAL UPDATE SEMINAR FOR MAGAZINE EDITORS

DATE: Tuesday, January 16, 2001 - 9:00 a.m. - 12 noon

LOCATION: MPA/ASME Conference Room
919 Third Avenue at 55th Street, 22nd floor
New York City

COST: \$110 each person for ASME members (\$140 for non-members)

TO REGISTER - Mail or fax the registration form and payment (either credit card information or check) to: American Society of Magazine Editors, 919 Third Avenue, 22nd floor, New York, NY 10022. **BY FAX** - [212] 906-0128. If processing a check creates a delay, you may register by marking "check to follow." (However, there will be no refunds for no-shows. If you make a reservation with no payment and do not show, you will still be billed.) Cancellations will be accepted no later than Friday, January 12, 2001. We do not send written confirmation of your registration. If you are concerned about your registration or have further questions, please contact ASME at [212] 872-3737.

YOU MAY DUPLICATE THIS FORM FOR ADDITIONAL REGISTRATIONS (PLEASE TYPE OR PRINT CLEARLY)

NAME:
TITLE:
PUBLICATION:
ADDRESS:
CITY, STATE, ZIP:
TELEPHONE:
E-MAIL:

METHOD OF PAYMENT (CHECK ONE):

Check enclosed for: \$ _____ (Please make checks payable to: **Magazine Publishers of America, Inc./ASME**)

Check to follow

American Express (15 digits)

Card Number:

Mastercard (16 digits)

Visa (14 or 16 digits)

Expiration Date: ____/____/____

Amount to be charged: \$ _____

Please print name as it appears on card: _____

Authorized Signature

Date

REFUND POLICY: Registration fees will not be refunded for cancellations made after Friday, January 12, 2001. If last minute problems prevent you from attending, we urge you to find a substitute so that your reservation will not go unused. (Amounts paid to ASME may be deductible as a business expense, but are not deductible as a charitable contribution. FEIN: 13-1087160)

For office use only: DR _____ CN _____ CD _____ CA _____ NOC _____