

Berger, Andrew

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Subject: Intellectual Property: Brand, License, Protect - Webinar 2/23

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Cornell University Cornell Entrepreneur Network ~ Webinars



Intellectual Property: How to Brand, License, and Protect **Featuring Andrew Berger Esq '66, JD '69 and Alejandro Crawford '95**

Wednesday, February 23, 2011 ~ Webinar

[Register](#)

Join us for an interactive discussion and learn from leading experts on how to transform your idea into a brand, license it across all media, and protect it against infringement. New technologies have created exciting new marketing platforms in the physical and virtual worlds.

Andrew Berger Esq '66, JD '69 and Alejandro Crawford '95 will help you understand, navigate and succeed in this ever-changing market place by answering the following questions:

- How can I transform my idea into a brand?
- What kinds of market strategies work best in the physical and digital worlds?
- How can I license my brand in various media: online, print, web, Facebook and more?
- What are the pitfalls and benefits of licensing?
- How do I select and monitor my licensing partner?
- How do I determine the royalty and when and how should I modify it?
- How do I protect my IP from possible infringement?
- When and how should I terminate my license agreement?

Who Should Attend:

Executives, entrepreneurs, attorneys; anyone in a corporation making brand and licensing decisions; any entrepreneur beginning a start-up.

Registration & Details

[Register](#)

Wednesday, February 23, 2011

12:30 PM - 1:30 PM (Eastern Standard Time)

Location: This is an online event. To participate in the web seminar you will need high speed internet and phone.

Cost: \$20 per person; if you are not completely satisfied with the presentation, you will be fully refunded.

Event Contact: Paula Maguire, pem78@cornell.edu or call, 607.255.8683.

Can't make it at this time? Register anyway and we'll send you the recorded version via email within 48 hours after the webinar. For more information, [click here](#).

More Information About Our Speakers

Andrew Berger, Esq, '66, JD '69

Andrew Berger is counsel to the law firm of [Tannenbaum Helpert Syracuse & Hirschtritt LLP](#) in New York where he focuses on copyright and trademark litigation and licensing on behalf of a wide range of clients who create, distribute and exploit intellectual property.

Andrew's clients include publishers, content creators, illustrators, filmmakers, including a 2010 Academy Award winner, digital distributors, new media companies and software companies. He assists these clients in litigation when others have used his clients' copyrights and trademarks without permission and also helps his clients monetize their intellectual property through licensing, joint ventures, sales and related transactions. Further, Andrew has extensive commercial trial experience. His clients in complex commercial litigation have included a Latin American government, the Women's Professional Tennis Association and a Channel Islands investment company.

Andrew is a graduate of Cornell University and Cornell Law School and is the immediate past president of the Cornell Law Association, the alumni body representing the more than 9,000 graduates of that school. The Board of Trustees at Cornell recently elected Andrew to the Cornell University Council. Andrew has been teaching trial practice at Hofstra Law School for the past 15 years. Over twenty-five years ago Andrew founded the Litigators Club, a group of about twenty lawyers from about as many law firms, which meets periodically with judges to discuss matters of common concern concerning litigation in the federal and state courts. The judges from the Second Circuit who have been guests of the Litigators Club include Judges Leval, Livingston and Katzmann and Justice Sotomayor, before she joined the Supreme Court. In addition, Andrew serves a mediator in Southern District of New York.

Andrew now serves as a co-chair of the Copyright Subcommittee of the IP Litigation Committee of the Litigation Section of the ABA. Andrew is also a member of the Federal Courts Committee of the City Bar after having completed a three-year term on the Copyright Committee. Andrew frequently speaks about intellectual property topics before bar and other groups, including the PLI Advanced Seminar on Copyright Law. He also has published a number of articles on IP topics in the BNA Patent, Trademark & Copyright Journal.

Alejandro Crawford, '95, CEO & Co-founder of Nolej

To achieve measurable growth in today's environment, managers need to engage the critical mass of tuned out consumers. Executives, entrepreneurs and project heads today require a new agency that blends technological fluency, strategic vision and traditional marketing prowess to achieve business results.

When Alejandro Crawford and his partners created [Nolej](#), they envisioned it as the digital agency

that specializes in hard impact launches-be they forays into new markets, attempts to reclaim changing ones, or greenlit new projects and funded ventures. By implementing a full-spectrum process that integrates strategy, branding, rich media, and interactive work, Nolej creates meaningful relationships between its clients and their target customers. By doing so, Nolej serves as valued consultant to smart digital age managers, bringing full execution capabilities and delivering value that is a multiple on the fees it charges.

Prior to founding Nolej, Alejandro managed several businesses in media and marketing, piloting MacKenzie-Childs, Ltd. of NY through its period of explosive growth and leading a team that produced multiple successful viral and traditional media projects. He has his BA from Cornell and his MBA from the Tuck School of Business at Dartmouth.

A self-proclaimed nerd and thought-leader in the interactive marketing space, Ale teaches marketing, entrepreneurship, e-business and growth strategy to management graduate students at NYU-Polytechnic Institute, and acts an advisor to a number of growing and new ventures. He serves on the executive committee for the Dartmouth Alumni Association of NY and the steering committee Dartmouth Entrepreneurial Network, and is a regular speaker at events sponsored by Cornell, Tuck and various industry organizations.

Contact Information

Paula Maguire
Assistant Director
Alumni Affairs, Cornell University
607.255.8683
pem78@cornell.edu



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