

**Keating Muething & Klekamp's Evolving Media & Technology Team Attorneys Present:**

**WHERE IS THIS WAVE TAKING US? AN UPDATE ON SOCIAL MEDIA**  
*How to protect yourself and your company while engaging in social media*

**1 Hour of CLE (Ohio), Approval Pending**

**Friday, May 7, 2010**

**11:30 a.m. lunch; 12:00 p.m. — 1:30 p.m. presentation and Q&A**

**GE Aviation Learning Centre, 1 Neumann Way, Cincinnati 45215**

Social media has been described as the most significant change agent since the Industrial Revolution in the way the world communicates and transacts business. As companies in the United States and around the world adopt social media tools to communicate with consumers, potential consumers, employees, and global audiences once out of reach, there are business risks as well as potential benefits to be considered.

Keating Muething & Klekamp's Evolving Media & Technology (EMT) Team is comprised of attorneys from multiple disciplines focused on helping business clients strategically adopt emerging technology and communication tools while being mindful of potential legal issues.

This seminar will address how employers and employees can help safeguard their trademarks, copyrights, and other intellectual property, protect their companies' messages and brands, and guard against potential employment and other litigation issues while maximizing the benefits of implementing Web 2.0 interactive communication tools such as blogs, social networking sites, and wikis in the workplace.

**Who should attend?**

Management team members, human resource professionals, marketing and business development professionals, product development professionals, client service professionals, corporate counsel, and others interested in better understanding the potential legal and business risks inherent in using Web 2.0 tools and other emerging and evolving technologies.

**Why should I attend?**

1. Learn how to minimize potential risks by reviewing and revising existing company policies and/or developing new policies to address the ethical, professional, and legal implications that are in play when companies and their employees engage in Web 2.0 activities for business communication, hiring, branding, business development, and other purposes.
2. Better understand:
  - The wide range of labor and employment issues related to social media use by employers and employees, including the potential for discrimination claims when social networking sites are used for recruiting purposes
  - The risks to intellectual property when using social media, such as copyright and trademark infringement, and how to avoid them
  - The Electronic discovery issues related to social media and other technologies when preparing or searching for evidence in litigation
  - The need for specific social media and related privacy policies for employees

**KMK® Speakers:**

**Mark J. Chumley, Partner**

Mark Chumley's practice is concentrated in labor and employment law. He has experience representing management in all aspects of labor and employment law. He has handled numerous cases before state and federal courts and state and federal civil rights agencies, including claims involving allegations of sexual harassment, race, age, gender and disability discrimination, wrongful discharge, FMLA and wage-hour claims and various common law claims. He also represents employers in labor arbitration and is experienced in litigating the enforceability of arbitration agreements.

In addition to litigating employment claims, Mark is actively involved in advising clients on employee handbooks, policies and practices designed to avoid employment claims and minimize liability. He also advises clients on matters such as employee discipline, discharge, investigations of allegations of harassment, discrimination and employee misconduct, and issues arising from the use of e-mail and the internet.

Mark is the co-leader of KMK's *Evolving Media & Technology Team*, a multi-disciplinary group of attorneys dedicated to helping businesses realize the benefits of utilizing emerging technology while safeguarding themselves, their employees, and their companies from the inherent risks.

Mark has authored numerous articles and legal alerts for clients on related topics. He has been named to the *Ohio Super Lawyers*®, 2010. Mark is licensed to practice in the state of Ohio. You can read Mark's blog posts at <http://labor-employment.kmklaw.com/>. Follow him on Twitter @MarkJChumley or connect with him on LinkedIn at <http://www.linkedin.com/pub/mark-chumley/11/99a/38b>.

**J. Michael Hurst, Attorney**

Mike Hurst's practice is concentrated in the area of intellectual property law. He has extensive experience in trademark prosecution, protection and portfolio management, copyright matters, domain names, brand management counseling, as well as intellectual property licensing, both in the U.S. and internationally. Prior to joining Keating Muething & Klekamp, Mike served as Corporate Counsel-IP at Caterpillar Inc. in Peoria, Illinois.

Mike has authored several articles and client alerts as well as presented at several conferences on topics related to internet governance, creating a presence online, and trademark issues related to social media. He is a co-leader of KMK's *Evolving Media & Technology Team*.

Mike is licensed to practice in the states of Ohio and California. His blog posts can be found at <http://intellectual-property.kmklaw.com/>. You can connect with Mike on LinkedIn at <http://www.linkedin.com/in/jmichaelhurst>.

**Brenna L.K. Penrose, Attorney**

Brenna Penrose practices in KMK's litigation group, with a focus on electronic discovery, intellectual property, and real property disputes. Her practice includes implementing and executing best practices for electronic data discovery, management, and retrieval. Brenna has managed the forensic collection and data management on several cases and regularly consults on vendor selection and management.

Prior to joining KMK, Brenna was an information technology consultant for one of the nation's leading consulting companies. She regularly consulted with clients on their current technology, selection and implementation of new technologies, impact on human capital, and business process reengineering. Brenna's background in information technology gives her greater insight into the barriers and challenges companies face when dealing with electronic discovery.

Brenna is a founding member of KMK's *Evolving Media & Technology Team*. Last year, Brenna was quoted in the *Cincinnati Business Courier* article, "Meet Your Latest Facebook Friends: Your Boss, His Boss" (June 5, 2009). She was featured in the "Fifth Third Business Beat" TV program that was originally aired on CET-PBS last June, discussing the ways in which business owners and management can protect their companies when employees are using social networking sites.

She is a founding member of KMK's cross-functional *E-Discovery Team* experienced in assisting clients with all types of "e-info" issues, ranging from data management and retention to evaluating, implementing, and managing the most efficient and cost-effective e-discovery litigation strategies.

In addition, Brenna is an active member of KMK's *Green Team*, which exists to assist architects, developers, property owners, and construction professionals with the implementation of Green building principles that enhance the value of their projects and take advantage of available incentives. Brenna is licensed to practice law in Ohio and Kentucky, and she is LEED® AP certified. You can read her blog posts on at <http://e-discovery.kmklaw.com/>. You can follow Brenna on Twitter @brennalk or connect with her on LinkedIn at <http://www.linkedin.com/pub/brenna-penrose/9/97a/194>.

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