



## Perils and Pitfalls of Online Marketing

With music, images, text and video easily available on numerous electronic devices such as computers, mobile phones and tablets, the questions of who has rights to what and how it can be used legally have become muddled. The use and misuse of copyrighted materials and how business owners can enhance their product and business while protecting themselves and their materials are the focus of the luncheon lecture. With a legal practice that focuses on litigation and dispute resolution regarding libel, privacy and intellectual property issues, Adria LaRose will explore the legal risks associated with business websites, social media, blogs, and other online marketing and public relations tools. She will help attendees understand what a business owner can do or should not do in order to avoid legal liability in the fast moving digital world.

## Information Privacy: The World We Live In.

Businesses and individuals are awash in stories about personal privacy, data collection, breach of personally identifiable information (PII) and Big Data. What does it all mean, and what implications does it have for you? Fred Frawley, CIPM, Senior Counsel at Eaton Peabody will discuss and explore the practical and legal dimensions of data privacy and regulation in the United States with an eye for what you need to know..



**Adria LaRose**

*Eaton Peabody, Counsel*

Adria' diverse business litigation experience includes intellectual property litigation (including trademark and anti-counterfeiting), legal malpractice, First Amendment, telecommunications and environmental matters. She has handled anti-counterfeiting suits for a major software developer and a large computer chip maker, coordinated execution of search and seizure orders for a video game manufacturer, and has appeared before the California Public Utilities Commission on behalf of an international telecommunications company and a local municipality.



**Alfred C. Frawley III, Senior Counsel**

Is senior counsel with the law firm of Eaton Peabody and has over 30 years of experience in a wide range of legal fields. His concentration is in privacy law, intellectual property and technology law. Fred is recognized for his work in IP Litigation in the 2013-2014 edition of Chambers and Partners USA and in Best Lawyers of America in the following areas: Copyright Law, Litigation - Intellectual Property, Litigation - Patent and Trademark Law. Fred is one of Maine's most experienced attorneys in privacy, technology and intellectual property. He is a Certified Privacy Information Manager (CIPM). The CIPM certification is issued by the International Association of Privacy Professionals (IAPP) ([www.privacyassociation.org](http://www.privacyassociation.org)) and is the first and only certification in privacy program management, developed in response to overwhelming demand to collect and collate common practices for managing privacy operations. Fred is an active member of IAPP and the International Trade Association (INTA).