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## 1.0 Law & Legal CLE Credit – A/V Approval #1114429

Recording Date - May 2, 2019

Meeting Location	Date	Time	Topic
King County Bar Association 1200 Fifth Avenue - Suite 700 Seattle, WA	<b>Thursday, May 2, 2019</b>	12:00 PM to 1:15 PM	Social Media Risk - We So Need To Share That!!!

### AGENDA

**12:00 PM** Introduction

- 12:10 PM** Presentation: ‘Social Media Risk - We So Need To Share That!!!’, by Chris Varas, Kilpatrick Townsend and Stockton
- The ubiquity of content and immediacy of social media campaigns
  - The commercial nature of social media campaigns
  - Right of publicity risk and mitigation strategies in the context of social media campaigns
  - Copyright risk and mitigation strategies in the context of social media campaigns
  - Trademark risk and mitigation strategies in the context of social media campaigns
  - [Time Permitting] Enforcement strategies for parties whose rights are infringed in social media

**1:15 PM** Adjourn

### SPEAKER BIOGRAPHY

**Chris Varas, Kilpatrick Townsend and Stockton** - Chris Varas is a litigator in the fields of intellectual property and technology, and a partner at Kilpatrick Townsend and Stockton. Mr. Varas focuses his practice on copyright, trademark and right of publicity. He has litigated cutting edge intellectual property and technology issues on behalf of some of the world’s most recognized companies, and routinely represents clients in high profile disputes involving unsettled areas of the law, and has

significant experience obtaining and opposing requests for restraining orders and preliminary injunctions.

Mr. Varas has litigated complex multijurisdictional disputes, has developed sophisticated global litigation and enforcement programs, and has been listed as a "Rising Star" by Super Lawyers in both Washington and Southern California. Mr. Varas also has extensive experience with issues relating to cybersquatting, phishing and unauthorized distribution of copyrighted material, and has published articles dealing with a variety of subjects, including but not limited to: copyright work for hire agreements, the protection of trademark rights in internet domain names, the use of trademarks in graphical virtual worlds, and the development and execution of intellectual property enforcement programs.