SALSICH TO PRESENT ON INTELLECTUAL PROPERTY FOR DIGITAL MARKETING PROFESSIONALS AT AMA-STL LUNCHEON

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On April 11, 2019, Pete Salsich III will present a session titled, "Protect Your Creativity and Maximize Your Opportunities: Intellectual Property and Contracts in the Digital Marketing Universe," at an American Marketing Association "AMA" Saint Louis luncheon.

Protect Your Creativity and Maximize Your Opportunities: Intellectual Property and Contracts in the Digital Marketing Universe

Program Description:

> *Marketing professionals constantly create, use, license, and sell works that are protected by intellectual property laws (primarily Copyright), and today they often use digital tools that are radically transforming the way in which they work. In addition, new screens often mean new distribution opportunities for existing works. Unfortunately, Copyright law and Contract law have not kept up with the technology, and they both still govern. Understanding these principles will help minimize your risk, ensure you are making promises you can keep, and maximize your ability to recognize new opportunities for your creativity.*

For additional information about the event, please visit: April Luncheon: Pete Salsich III

The choice of a lawyer is an important decision and should not be based solely upon advertisements.