

## **IP Surprise!**

### Intellectual Property in Unconventional Industries

Today, intellectual property plays a leading role in some unexpected areas. Hoteliers and sommeliers need to know their trademarks and copyrights; game designers and golfers are playing with patents. Meanwhile, haute couture and haute cuisine have built innovation-intensive industries just outside the limits of formal intellectual property protection. As a result, intellectual property issues are increasingly part of the daily work of counsel to a wide variety of industries. This lecture series, presented by the Institute for Information Law & Policy at New York Law School, will feature experts from new intellectual property industries.

**Video Games\***: S. Gregory Boyd | February 26, 5:00 p.m.

**Golf \***: Jim Schnare | March 10, 4:30 p.m.

**Fashion**: Susan Scafidi | March 25, 5:00 p.m.

**Magic**: Jacob Loshin | April 10, 5:00 p.m.

**Location**: New York Law School  
57 Worth Street, New York, NY 10013

\* Non-transitional CLE credit will be offered at \$40 per lecture.

For more information and to register, visit [www.nyls.edu/ipsurprise](http://www.nyls.edu/ipsurprise) or e-mail [ipsurprise@nyls.edu](mailto:ipsurprise@nyls.edu).

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