

# Let's Talk Legal

a panel discussion on the legal and copyright issues  
that affect photographers

Thursday April 3rd at the Adorama Building, 5<sup>th</sup> Floor

Doors at 6:00pm, program 6:30-9:00pm



New York

ADVERTISING PHOTOGRAPHERS OF AMERICA

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## What: "Let's Talk Legal" Panel Discussion

When: Thursday, April 3rd, 2008

Time: doors at 6:00pm, program 6:30 - 9:00pm

Where: The Adorama Building - 5th Floor, 42 West 18th Street NY

Cost: \$15 APA Members, \$35 Non Members (\$10 more at the door)

**Description:** Join moderator/instructor Louisa Curtis and a stellar panel line-up to talk about all things legal, copyright and licensing - the burning issues of the day for all photographers. The panel is comprised of two attorneys, both experts in the field of copyright law and infringement, two photo agents as well as two art buyers from the advertising agency side - all of who have in-depth experience with a wide range of issues pertaining to these legal topics and invite your questions during the event.

To quote Jeff Schewe from the Key to Copyright Protection section on the APA National website - *"When it's created, it's copyrighted, right? Well yes and no. In reality, a copyright without copyright registration is next to worthless."*

We will address and discuss such topics as:

- Why it is so important to register your copyrighted images?
- The difference between published and unpublished works when dealing with copyright infringement.
- What is the best way to copyright your images?
- What if you haven't registered your work and someone uses it without your permission?
- Orphan works and why this poses such an issue for all of us.
- How has the Internet affected image protection?
- How can I protect my image's metadata?
- Agency contract questions: Can one cross out sections of an agency contract if the conditions either don't apply or are just plain outrageous?

Don't miss this exciting group of experts who can help guide and educate you in the sometimes tricky but essential business of protecting your work.

This panel is suitable for all levels and is especially important for anyone who is interested or involved in the "business" of licensing their creative works.

## Moderator/Instructor & Panelists for "Let's Talk Legal" Panel 2008:

### Louisa J. Curtis (Creative Consultant) - Chatterbox Enterprises

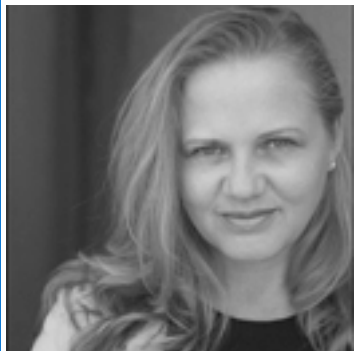
Web: <http://www.chatterboxenterprises.com/>

**Bio:** Louisa Curtis is a creative consultant based in New York City. After spending a number of years in the commercial photography industry, she formed Chatterbox Enterprises to offer photographers a variety of creative consulting services ranging from portfolio, web site, and image reviews to customized marketing packages. She now works to help photographers refine their vision, target their appropriate audience, and create and implement Internet-driven business plans. Her work experience includes Archive Magazine, The Black Book, photo representatives Watson & Spierman, PDN's PhotoServe, IPNStock, ADBASE and Agency Access. Besides her creative and marketing consulting for photographers, Louisa also works as an event coordinator, panel moderator and seminar speaker. She has been involved with many events over the years for both APA and ASMP.

### Sam P. Israel, P.C. (Attorney)

Web: <http://www.israelloffices.com/>

**Bio:** Sam Israel represents a wide spectrum of clientele, including designers, clothing manufacturers, photographers, agencies and publishers in commercial litigations, intellectual property matters, trademark registration and administration, copyright enforcement and licensing matters. Born in Queens, N.Y., Sam attended New York University, (graduating with a B.A., magna cum laude in 1984) and then New York University School of Law until 1987 and was admitted to the bar in 1988. Lecturer and author, he has published articles on intellectual property and is a frequent Arbitrator/Mediator. In 1998 he formed the National Arbitration and Mediation Corporation (alternative dispute resolution corporation) and Locus Media, Inc., a New York art gallery and forum. Sam also founded Fistfulofpixels, Inc., a film and video production company. Member of Trademark and Unfair Competition Committee, New York State Bar Association



**Eric Vaughn-Flam (Attorney) - Sanders, Ortoli, Vaughn-Flam & Rosenstadt, LLP**

**Web:** <http://www.sovrlaw.com/index.html>



**Bio:** Eric Vaughn-Flam is partner of the law firm Sanders Ortoli Vaughn-Flam Rosenstadt LLC and serves as the firm's Senior Litigation Counsel. For over twenty years, Mr. Vaughn-Flam has specialized in litigation and transactional work in the field of Intellectual Property, particularly in the areas of copyright and trademark and has broad experience in visual and multi-media, music, television, software development and licensing. Mr. Vaughn-Flam represents, and is a frequent lecturer for, the Society of Photographers & Artists Representatives, and has published numerous articles in the area of copyright and trademark protection. In addition, Mr. Vaughn-Flam has a significant commercial practice, serving as counsel for a wide variety of companies engaged in the manufacturing, retail and service industries. Some of Mr. Vaughn-Flam's past and present clientele includes: Disney Corporation, 20th Century Fox, Metropolitan Model Management, Hootie and the Blowfish, Def Jam Records, The Danish Royal family, and The Original Improv Comedy Club. Mr. Vaughn-Flam has recently distinguished himself: (a) having won an important copyright appeal in the case Dallah v. The NY Times, concerning copyright issues as applied to the internet, (b) concluding a music infringement action concerning Madonna's hit Song "Holiday," where for the first time ring tone technology was utilized as a critical element in the prosecution of the claim, and (c) representing the plaintiff in Hootie and the Blowfish v. Newman, in what is regarded as the largest management dispute on record.

**George Watson (Photographer's Agent) - Watson & Spierman Productions**

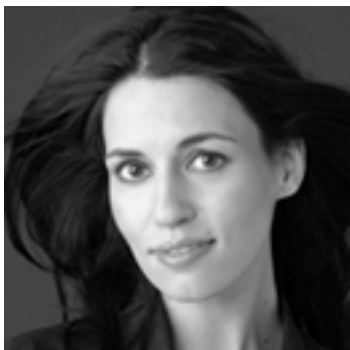
**Web:** <http://www.watsonspierman.com/>



**Bio:** I began my career in advertising in 1980 working as a stylist and in 1981 took a position with Kan Photography as an in-house stylist/producer. In mid 1981 Kan asked me if I would like to start showing his portfolio to prospective clients as his representative. I reluctantly agreed, explaining that I had no experience as a photographer's representative but I believed in Kan's talent and wanted to do whatever I could to promote his career. During the first year that I represented Kan we landed major advertising campaigns for Pepsi, JVC, and Alfa Romeo and his billings increased 6 fold, so I felt as though I had found a career in the advertising art field that suited me. In 1988 I started to represent other photographers and formed a partnership named Watson & Kramer Representatives and in 1993 merged with Shelley Spierman to form Watson & Spierman Productions, Inc. Shelley & I both had backgrounds as stylists and producers in print photography and were very involved in the production side of our photographers' work, so we felt that the Productions part of the name was appropriate. We now offer full production services to our clients, which makes their lives easier and allows us to be more than just sales people. I have served as President of SPAR, The Society of Photographers and Artists Representatives from 2000 to the present.

**Gina Alyse Lengyel (Photographer's Agent) - Vue Management, Inc.**

**Web:** <http://www.vuerepresents.com/main.html>



**Bio:** Gina-Alyse established Vue in 1995. Vue for its first 9 years was known throughout the industry for its fine art based fashion, advertising and editorial photographers. Vue expanded to offer a division of related artists and full service production aptly titled Vue 2 Productions. Gina Alyse has had a 15 year + career and has experience as an Editor, Media Buyer, Producer, Consultant, Teacher but firstly, Photo and Artist Agent.

She continues to introduce honest and intuitive promoting of all of Vue Artists. This year Vue opens Vue/Licensing for corporate fashion and fine art synergy projects. Gina Alyse has a caring, dynamic and outspoken way of educating within the industry.

**Amy Salzman (Senior Art Producer) - McCann Erickson or McCann Worldgroup**

**Web:** <http://www.mccann.com/>



**Bio:** Amy Salzman is a veteran Senior Art Producer with over 20 years of art production experience. The position was previously called art buying which through the years has changed at most advertising agencies. She currently is a Senior Art Producer at McCann Erickson Worldgroup servicing clients as L'Oreal, Kohl's, Mastercard, Major League Baseball and Unilever. Part of her responsibility is to resource creative talent such as photographers, models, illustrators and storyboard artists. In addition, she is involved in daily contract negotiations, purchasing usage rights for photographers, models, and illustrators. Prior to working at McCann Erickson she started her art-buying career in the art buying department of Saatchi and Saatchi Advertising.

**Jen Ozarow (Senior Art Buyer) - Saatchi Healthcare**

**Web:** <http://www.saatchihealthcare.com/>



**Bio:** Jen Ozarow is a Senior Art Buyer at Saatchi Healthcare and has been in the field for over ten years, with work experience on both the Agency side as well as in stock photography companies. Jen has always taken a particular, (some say peculiar) interest in the rules governing licensing and intellectual property. She has become well versed in some of the pressing copyright law issues that have emerged as the market place landscape shifts and new trends evolve. She has worked with a diverse group of businesses, with concentration on numerous Pharmaceutical clients and several financial companies including Novartis, Astra Zeneca, Sanofi Aventis, Merck-Medco, Bank of America and American Express.

**This is a very limited seating event - early registration is highly recommended!**

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**Non Members - \$35**

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Remember - pre-register and save money - it's \$10 more at the door!

**Special offer:** JOIN APA before the end of March and attend this event for FREE. Call the APA|NY Office to take advantage of this special offer - 212.807.0399