

# Registration Form / Tax Invoice

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I would like to attend

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## Advertising and Marketing Law

Wednesday 11 March 2009

8.45am – 1.00pm

Grace Hotel, 77 York Street, Sydney

Course cost includes tuition, materials and refreshments  \$352

I cannot attend but please provide the papers  \$165

Total Price includes GST **Total \$**

### Payment Options

I enclose a cheque **payable to "CLE, UNSW"**,

or Payment by credit card  Mastercard  Visa

*We do not accept American Express*

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**Please return this registration form with your payment to:**

**CLE,  
Faculty of Law,  
UNSW, Sydney  
NSW 2052.**

Tel: (02) 9385 2267 or (02) 9385 2195

Fax: (02) 9385 1155 or (02) 9385 1778

Email: [cle@unsw.edu.au](mailto:cle@unsw.edu.au)

Website: [www.cle.unsw.edu.au](http://www.cle.unsw.edu.au)

**Programme Variation:** The Director of CLE retains the right to vary the programme to deal with unforeseen circumstances. This includes cancelling or re-scheduling a programme and changing speakers or content if occasion obliges us to do so.

**Cancellation Policy:** Cancellations will be accepted up to two weeks prior to the commencement of the course. Withdrawal after this time and before the commencement of the course will result in a cancellation charge of \$100. Cancellations after the commencement of the course will not be eligible for a refund.

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THE UNIVERSITY OF  
NEW SOUTH WALES

FACULTY OF LAW  
CONTINUING LEGAL EDUCATION

**CLE/CPD**

# Advertising and Marketing Law

Wednesday 11 March 2009

8.45am – 1.00pm

Grace Hotel, 77 York Street  
Sydney

[www.cle.unsw.edu.au](http://www.cle.unsw.edu.au)

## Audience

- In House Counsel
- Senior Executive Staff
- General Practitioners
- Commercial Lawyers
- Communications & IT lawyers & advisors
- Financial Services Lawyers
- Media and publishing advisors
- Corporations involved in large scale advertising
- Defamation lawyers

## Objective

This seminar will review the regulatory framework within which the industry operates both on a structural level and an operational level. Further we will examine limitations on ownership & control of property rights as well as aspects of copyright and trade practices controls. Cases have highlighted the important role of legal advisers in navigating and overcoming obstacles or challenges to advertising and marketing. Advertising agents and media owners have a range of risks and interests that will be explored in this far reaching session.

**CLE/CPD Points:** Four (4)

## About CLE/CPD

The CLE/CPD programme is an important link between the Law School at UNSW and the professional community. The programme consists of a series of quality short courses assisting lawyers, accountants, financial planners, executives and other professionals whose work demands up-to-date knowledge of, and skills in, the relevant areas.

# Advertising and Marketing Law

Wednesday 11 March 2009

**8.45am**

**Chair:** **Ian ROBERTSON**, Managing Partner  
Holding Redlich

**8.50am**

**Topic 1:** **New Commercial Models in Advertising and Marketing**

**Speaker:** **Peter LEONARD**, Partner  
Gilbert & Tobin

- context specific advertising – monetarising and setting appropriate limits
- deep linking and other legal debates – will European wars speared to Australia?
- network distribution models and allocation of legal responsibilities and revenues
- what goes where – working within and around State and distribution contract boundaries
- new contractual issues and regulatory challenges

**9.45am**

**Topic 2:** **Comparative Advertising 101**

**Speaker:** **Jackie O'BRIEN**, Partner  
Allens Arthur Robinson

- The audience
- The medium
- The cases – “Would the real comparative advertising please stand up”

**10.40am** **Morning Tea**

**11.00am**

**Topic 3:** **Copyright issues in Advertising**

**Speaker:** **Eugenia KOLIVOS**, Partner  
Corrs Chambers Westgarth

- Securing the relevant consents and clearances;
- Joint copyright development; and
- ICE TV and compilation issues.

**11.55am**

**Topic 4:** **'Advertising to children: regulation, current issues and future directions'**

**Speaker:** **Sonia BORELLA**, Partner  
Holding Redlich

- The regulatory framework, including the history of regulating advertising to children in Australia, legislation v self-regulation, and an international perspective;
- Current issues including junk food advertising, the use of characters, personalities and celebrities in advertising and online advertising; and
- Future directions.

**12.45-1pm Questions – Close**

For more information visit our website: [www.cle.unsw.edu.au](http://www.cle.unsw.edu.au)