



CLE Savings Program

***Green Discount**

Save \$50 on the price of any OBA CLE **live** program when you opt for **electronic** materials. To download your program materials, just visit www.oba.org/pd and select "Login". Discount does not apply to webcast programs.

Webcast Group Discount Per Program

Two to four registrants receive 25% off entire registration fee. Each additional registration thereafter for a half-day program is \$50 or \$75 for a full-day per person. Available only to those registering from the same firm, at the same time and paying with one cheque; printed materials available for purchase at time of registration will be \$50 per binder.

Save 25% on Bundle

Special offer for those NOT attending live programs: Deduct 25% for each "Bundle" (binder plus Video Stream for the same program). Bundle applies to any CLEs offered in multimedia format.

Regional Travel Participation Discount

Travelling more than 100 km to attend the **live** OBA CLE program? Take 25% off the registration fee. Joint LSUC-OBA programs are exempt.

**Interactive and Digital Media:
The (R)evolution Continues**

Wednesday, September 29, 2010 | 11:45 am to 5:00 pm

Name: _____
 CBA #: _____
 Firm: _____
 Address: _____
 City: _____
 Postal Code: _____
 Bus. Tel. #: () _____
 Fax #: () _____
 E-mail: _____

REGISTRATION *Please check fee category.*

Live Program	CBA Member	CBA Student Member	Non-Member
<input type="checkbox"/> In person plus binder	\$210	\$110	\$310
<input type="checkbox"/> In person plus E-materials Green Discount *	\$160	\$60	\$260
<input type="checkbox"/> Webcast plus E-materials	\$145	\$45	\$245

***with this option, you print the program materials yourself**
 This program includes lunch and reception

To order:

PROGRAM MATERIALS ONLY (Available 3-4 weeks post-program)

Publication	CBA Member	Non-Member
<input type="checkbox"/> Publication (binder)	\$75	\$120
<input type="checkbox"/> Publication (download)		
<input type="checkbox"/> Video Stream (archived)	\$145	\$185

FEE CALCULATION

Sub-Total _____ **New Sub-Total** _____
 Less Discounts _____ Add HST (13%)* _____
 Less 25% for Bundle _____ **Total** _____

*Ontario Registrants

PAYMENT (registrations must be prepaid)

Cheque (payable to Ontario Bar Association), or please charge my
 Visa Mastercard
 Credit Card # _____ Exp. Date _____
 Signature _____

Ontario Bar Association, 300 - 20 Toronto St, Toronto, ON M5C 2B8
 Fax: 416.642.0424 Phone: 416.869.1047 Toll Free: 1.800.668.8900

www.oba.org/pd



Program Chair:
Angelika Heim,
 Stohn Hay Cafazzo Dembroski
 Richmond LLP



Program Chair:
Catherine Lovrics,
 Bereskin & Parr LLP

Wednesday, September 29, 2010
 11:45 am to 5:00 pm

OBA Conference Centre
 200 - 20 Toronto St., Toronto



Civil Litigation – 4.5 Hours
 Intellectual Property Law – 3 Hours

**Interactive and Digital Media:
The (R)evolution Continues**

Focus: The rapidly evolving interactive and digital media arena impacts the business and legal practices of various industries, including entertainment, media, communications, information technology, e-commerce, marketing and advertising. Lawyers and their clients often face considerable challenges in finding effective ways of responding to the myriad of emerging legal and non-legal issues. These include funding and support for digital and interactive industries, challenges of convergence, "new" distribution platforms, the impact of branded content, and how content organizations are guiding their members on clearances in an environment where the copyright laws are changing and how these changes affect interactive and digital media content. Do not miss this unique opportunity to participate and be informed of the latest developments in interactive and digital media affecting your practice area.

Can't Attend the Program?

Order the Material!

Concise, practical and well-focussed program materials and/or precedents written by the faculty (topic may vary slightly from presentation) are available either in binder format or electronic format (downloadable).



REGISTRATION POLICY

Registrations must be prepaid. Registrations will be accepted by FAX at (416) 642-0424 and at the Ontario Bar Association address shown on the Registration Form. A credit card number must accompany all faxed registrations. Walk-in registrations will be accommodated only if accompanied by credit card or cheque. Seating and meal preference, if applicable, will be given to prepaid registrants.

REFUNDS AND CANCELLATIONS

Course fee is refundable (less \$50.00 plus \$6.50 HST) if notice is received in writing five business days before the course. We reserve the right to cancel or reschedule courses, refuse admission, or change speakers, location or content at any time. No refunds will be made if notification is received after September 22, 2010. Please note that a CBA member in the same category may attend in your place. If the delegate is not a CBA member/he will be required to pay the difference in fee. The **OBA HST registration number is R100760495.**

CONTACT INFORMATION CONSENT

The OBA's programs may be supported by preferred suppliers, sponsors and exhibitors. Subject to the following paragraph, I understand that the provision of contact information on this registration form constitutes my consent to such information being disclosed to the preferred suppliers, sponsors, exhibitors, speakers or attendees of this program. For further information about the CBA's and OBA's treatment of contact information, see Members Privacy Policy at www.cba.org or www.oba.org. By checking this box I do not wish my contact information disclosed to the preferred suppliers, sponsors, exhibitors, speakers or attendees of this program.



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 du Barreau canadien

Interactive and Digital Media: The (R)evolution Continues

Wednesday, September 29, 2010 | 11:45 am to 5:00 pm
OBA Conference Centre | 200 - 20 Toronto St., Toronto

11:45 am INTRODUCTORY REMARKS

12:00 pm Keynote Address

- The Senate Committee's plan for a digital Canada: recommendations to transform Canadian society into a "digital society"

The Honourable Senator Leo Housakos, Deputy Chair, The Standing Senate Committee on Transport and Communications, Plan for a Digital Canada (Report) – Ottawa

12:40 pm Canada Media Fund (formerly the Canadian Television Fund and Canada New Media Fund)

- What are the lessons learned in the first six months of the new fund?
- What is the impact on interactive and digital service providers and television producers?
- Discussion of the successes and failures and suggestions for revisions to the guidelines

Moderator: **Ron Hay**, *Stohn Hay Cafazzo Dembroski Richmond LLP*

Panel: **Valerie Creighton**, *President and CEO, Canada Media Fund*
Ian Kelso, *President and CEO, Interactive Ontario*
John Barrack, *Chief Operating Officer and Chief Legal Officer, Canadian Media Production Association*
Corrie Coe, *Vice President, Business and Legal Affairs, CTVglobemedia Inc.*

1:30 pm BREAK

1:40 pm Documentary Organization of Canada's Fair Dealing and Copyright Guidelines

- Fair is fair. How will the guidelines impact the interpretation of fair dealing in Canada and are the new guidelines putting documentary producers at risk?
- A representative of the Documentary Organization of Canada, producers' counsel and content owners' counsel weigh in on the risks and benefits associated with the recently published guidelines

Moderator: **Bob Tarantino**, *Heenan Blaikie LLP*

Panel: **David Fewer**, *Counsel, Canadian Internet Policy and Public Interest Clinic (CIPPIC), University of Ottawa*
Dean Chenoy, *Heenan Blaikie LLP - Montreal*
Richard C. Owens, *Stikeman Elliott LLP*

2:40 pm BREAK

2:50 pm Branded Content and Video and Online Games

- Advertising and privacy risks
- IP and personality rights issues, and lessons learned from US cases
- Social media, user generated content, and virtual worlds

Moderator: **Catherine Lovrics**, *Bereskin & Parr LLP*

Panel: **Janet Feasby**, *Vice President, Standards, Advertising Standards Canada*
Jill Jarvis-Tonus, *Bereskin & Parr LLP*
Jeanette Lee, *Stohn Hay Cafazzo Dembroski Richmond LLP*

3:50 pm New Distribution Platforms

- How "new" are they in 2010?
- What's ahead and how can content creators survive and thrive in the world of digital media?

Moderator: **Monique Lafontaine**, *V.P. Regulatory Affairs, ZoomerMedia Limited, Television Division*

Panel: **Jacob Glick**, *Canada Policy Counsel, Google Inc. – Ottawa*
Howard Rosen, *Business Affairs Manager, Bell Fund*

4:30 pm Concluding Remarks

- How does Canada rate in its support of the digital and interactive industry?
- What does the future hold?

Wendy Cukier, *Associate Dean, Ted Rogers School of Management, Ryerson University*

5:00 pm RECEPTION

Upcoming Fall 2010 CLE Programs

Fundamentals of Employment Law (YLD)

Tuesday, September 21

"Bread and Butter" Issues in Family Law

Thursday, September 30

Trusts, Trustees, Trusteeships 2010

Friday, October 1 (am)

Tax Considerations for Succession Planning, Trusts and Estates Practitioners – A Practical Planning Approach

Friday, October 1 (pm)

What Lawyers Forgot or Never Learned About Title Searching But Need to Know!

Thursday, October 7 (am)

The Lost Art of Requisitions (YLD)

Thursday, October 7 (pm)

9th Annual OBA Charter Conference

Friday, October 15

Insurance Law: What You Need to Know (YLD)

Thursday, October 21

Injunctions: Winning the Case before Trial

Wednesday, October 27 (am)

Commercial Litigation

Wednesday, October 27 (pm)

20th Annual Operation Update

Friday, October 29

Tendering and Procurement in the Construction Sector: The Essentials

Tuesday, November 2

10th Annual Franchise Law Conference: What We Can Expect in the Next Decade

Thursday, November 4