



## THE LORD READING LAW SOCIETY PRESENTS

### Facebook and Twitter and Instagram, Oh My! Social Media Law in Business

**\*\*\* MEMBERS-ONLY \*\*\* CLE BREAKFAST - Thursday, February 22<sup>nd</sup> @ 7:30 am**



### Marissa Carnevale

Lapointe Rosenstein Marchand Melançon

#### Join us for our first MEMBERS-ONLY CLE breakfast of 2018!

Your business, or your client's business, has jumped headfirst into the world of social media - but are you aware of the extensive legal implications that brings? Mtre. Carnevale is here to help!

Businesses are continuously striving to improve their online presence, especially through social media platforms, with a view to keeping close ties with their customers and prospective customers. They often search for the best way to provide relevant content to their target market and to better know and understand their customers, while attempting to differentiate themselves in the market through various types of promotions, contests and other campaigns geared toward consumers. This is why social media forms an integral part of the advertising and publicity strategy adopted by so many businesses internationally.

The presentation will cover various aspects of social media and interesting related legal aspects, including in particular, licenses and terms of use applicable to social media; privacy concerns; copyright and content sharing (text, images, video, etc.); advertising law; and publicity contests.

One hour of CLE will be granted by the *Barreau du Québec* and this talk is approved for education credit by the *Chambre des Notaires*.

#### About our speaker:

Mtre. Carnevale practices in LRMM's Commercial Law group. She has extensive experience in technology law and the drafting of technology-related agreements. She regularly advises corporations of all sizes in matters such as e-commerce, intellectual property, privacy, social media, contests, marketing and advertising. She writes regularly for numerous publications, and has presented on advertising in social media to a forum of the American Bar Association.

Lapointe Rosenstein Marchand Melançon  
1 Place Ville Marie  
Suite 1300

Thursday, February 22, 2018  
Light breakfast: 7:30 am  
Talk: 7:45 am

RSVP [breakfast@lordreading.org](mailto:breakfast@lordreading.org)

*Thank you*



LAPOINTE ROSENSTEIN  
MARCHAND MELANÇON