



# Rosetta Stone: Unlocking the Fourth Circuit's Keyword Advertising Decision and Previewing Its Consequences

June 14, 2012

## Speaking Engagement

Presented by: American Bar Association

This program will explore the Fourth Circuit's decision in *Google v. Rosetta Stone*, the latest, and leading, decision on keyword advertising on search engine web sites. The panel will discuss the background of the case, the Fourth Circuit holdings in the decision, what was not decided, what remains to be tried in the trial court, and the interim and potential consequences for the keyword advertising industry especially as it relates to trademark owners whose marks are used in keyword advertising.

### Program Faculty:

- David H. Bernstein, Partner, Debevoise & Plimpton LLP, New York, NY
- Stacey Dogan, Law Alumni Scholar, Professor of Law, Boston University School of Law, Boston, MA
- Sheldon H. Klein (Moderator), Principal, Grant Plant Mooty, Washington, DC

### Tuition:

- \$195 - General Public
- \$150 - ABA Members



- \$95 - Section of Intellectual Property Law Members
- \$99 - Government Attorneys
- \$75 - Each additional registrant at the same location

**Time:**

12:00 pm - 1:00 pm (EST)

**Location:**

Live Webinar and Teleconference

**Contact Information:**

Sheldon Klein