

## Social Media and Internet Law: Your Comprehensive Guide

### *Information Technology and Intellectual Property Law*

**Date:** Monday, October 15, 2018 | 9:00 am to 1:00 pm

**Location:** Twenty Toronto Street Conferences and Events  
20 Toronto Street, 2<sup>nd</sup> Floor, Toronto

**Chairs:** **Lorraine M. Fleck**, Fleck Innovation Law  
**Paul Lomic**, Lomic Law



In-Person



Webcast



**Professionalism Hours:** This program contains 0h 30m  
**Substantive Hours:** This program is eligible for up to 3h 30m

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The social media landscape is changing faster than ever. Based on the newly released book, ***Social Media and Internet Law – Forms and Precedents (2<sup>nd</sup>)*** (LexisNexis, 2018), this program provides the latest updates to this edition of the book and features all new content including: privacy breaches, GDPR, implications of fake followers and the rules on social media influencers, counterfeit goods and brand protection.

Expect a very dynamic program covering the information below, structured so that your practice can keep pace with this evolving area of the law, and timed, so you can keep current while meeting your other professional commitments. Each of the speakers will present the key points from their chapters in the book. Hear from them to gain expert insight, smart commentary, and practical tools to help you effectively protect your clients, while addressing their most pressing questions.

To purchase the recently-published *Social Media and Internet Law – Forms and Precedents, 2nd Edition* by Paul V. Lomic (published by LexisNexis Canada, May 2018) at a special CLE conference discount of **\$85** (\$30 off the regular retail price of \$115), please email Michael Hendrie at [Michael.Hendrie@lexisnexis.ca](mailto:Michael.Hendrie@lexisnexis.ca) and quote your CLE registration number. The book contains contributions, precedents and practical guidance from 20 expert practitioners. It is over 600 pages long and includes a digital copy of all forms and precedents contained within the book. Offer ends **October 29, 2018**.

8:30 am Registration and Coffee

9:00 am Welcome and Opening Remarks

9:05 am **Counterfeit Goods and Brand Protection on Social Media and the Internet**

**David Lipkus**, Kestenberg Siegal Lipkus, LLP

- Internet based counterfeiting issues
- Using the internet as an investigative tool
- Seven key enforcement options you need in your tool kit

9:20 am **Maximizing Social Media Marketing and Contests**

**Ashlee Froese**, Froese Law

**Shirin Movahed**, Froese Law

- Helpful strategies for limiting liability
- Legal implications of fake followers – is this misleading advertising?
- Influencer update – the rules and how they've been playing out
- Critical considerations when preparing to play in the social media space: from insurance to platforms to messaging across channels
- Making public statements – what are your professional obligations?

9:40 am **Workplace issues: Managing Social Media and BYOD devices**

**Ryan Edmonds**, Ryan Edmonds Workplace Law

**Inna Koldorf**, Miller Thomson LLP

- Update on legal and ethical limitations on social media background checks
- When does on-duty and off-duty conduct justify discipline or discharge?
- BYOD devices, policies and overtime implications

10:05 am **Key Concepts in Domain Name Registration and Disputes**

**Tamara Winegust**, Bereskin & Parr LLP

- An update on the latest issues
- Ethical challenges in domain name disputes

10:15 am **Defamation in the Social Media Sphere**

**Catherine Lovrics**, Bereskin & Parr LLP

**Matthew Sammon**, Lenczner Slaght Royce Smith Griffin LLP

**Moderator: Sabrina Salituro**, Lomic Law

- Making sense of identity theft and anonymous communications
- Updates on useful tools for dealing with unrepresented parties
- Fair dealing and the Internet: the *United/United* case and criticism/gripe sites

10:50 am Networking Break

11:05 am **Virtual Property in the Digital World**

**Jonathan Mesiano-Crookston**, Goldman Hine LLP

- Notable virtual property developments: what's new
- The relevance and impact of virtual property and digital currencies
- Tax treatment and practical implications of virtual property

**PROGRAM REGISTRATION IS ONLINE** [www.oba.org/pd](http://www.oba.org/pd)

**Questions?** [pd@oba.org](mailto:pd@oba.org)

11:25 am **How Canadian Privacy Law and GDPR Applies to the Internet and Social Media**

**Lorraine M. Fleck**, *Fleck Innovation Law*

**Robert Haniver**, *LK Shields Solicitors*

- Update on navigating data breach notification requirements
- Tackling the complexities of transferring personal information outside Canada and the implications of GDPR
- Making the most of behavioral advertising while complying with privacy obligations

11:50 am **Mastering E-Commerce and Commercial Electronic Messages**

**Eric Boehm**, *Borden Ladner Gervais LLP*

- Avoiding common pitfalls in electronic commerce and contracts: **Consumer Protection Act** update
- Brushing up on e-commerce law and Canadian legislation
- Best practices for transitioning from e-commerce to m-commerce
- Ethical considerations in e-commerce contracting when consumers are likely unrepresented

12:05 pm **Essential Legal Considerations in Cloud Computing**

**David Schnurr**, *Miller Thomson LLP*

- Advantages/disadvantages of the cloud model: a safe option given recent privacy breaches?
- Advice for ensuring security and protecting privacy
- Unique cloud issues for financial institutions
- How to effectively limit liability

12:25 pm **Social Media in Civil and Criminal Litigation**

**Yuri Chumak**, *Chumak & Company LLP*

**Daniel Brown**, *Daniel Brown Law LLP*

- Internet and social media case law update
- Criminal Code update and impact of changes
- Do's and don'ts when serving documents through social media
- Practical advice for handling e-discovery of social media records
- Opportunities and limits in using social media evidence

12:55 pm Questions and Concluding Remarks

1:00 pm Program Concludes

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