NEW YORK STATE BAR ASSOCIATION

# Trusts and Estates Law Section
# Annual Meeting

**Wednesday, January 23, 2013**
Hilton New York
1335 Avenue of the Americas, New York City

**Morning MCLE Program, 9:00 a.m.**
Grand Ballroom East, 3rd Floor

**Reception, 12:00 p.m.**
Grand Ballroom Foyer, 3rd Floor

**Luncheon, 12:45 p.m.**
Grand Ballroom East, 3rd Floor

**Cocktail Reception, 6:00-8:00 p.m.**
***Sponsored by Doyle New York***
The Colony Club, 564 Park Avenue (Corner of 62nd Street)

## IMPORTANT INFORMATION

**Under New York's MCLE rule,** this program has been approved for a total of **3.0 credit hours in areas of professional practice. This program will NOT qualify for credit for newly-admitted attorneys because it is not a basic practical skills program.**

**Discounts and Scholarships:** New York State Bar Association members and non-members may apply for a discount or scholarship to attend this program, based on financial hardship. ***This discount applies to the educational portion of the program only.*** Under this policy, any member of our Association or non-member who has a genuine basis for their hardship, if approved, can receive a discount or scholarship, depending on the circumstances. Request for discounts or scholarships must be received by **Wednesday, January 9th, 2013**. For more details, please contact Adriana Favreau in writing at New York State Bar Association, One Elk Street, Albany, New York 12207 or afavreau@nysba.org.

**Section Chair**
**Ilene S. Cooper, Esq.**
Farrell Fritz, P.C.
Uniondale

**Program Chair**
**Linda J. Wank, Esq.**
Frankfurt Kurnit Klein & Selz P.C.
New York City

## *Dying for Fame: Exploiting the Right of Publicity in the Age of Celebrity*

Marilyn Monroe, Elvis Presley, Marlon Brando, Audrey Hepburn, all famous, all known for their names and images and for the legacies they left behind. Expert speakers address issues surrounding the right of publicity — what is the scope of the right and how is it valued? How can the right be protected in planning a client's estate? What we can learn from iconic celebrities about the price and longevity of fame.

**9:00 – 9:15 a.m.**
**Welcoming Remarks**
**Ilene S. Cooper, Esq.**
Section Chair

**Program Introduction**
**Linda J. Wank, Esq.**
Program Chair

**9:15 – 10:05 a.m.**
**Defining the Right of Publicity**
What's in a Name? An overview of the right of publicity and its origins, including a discussion of the line between illegal commercial uses and uses protected by the First Amendment, especially in light of new technologies in the media.

*Speaker:*
**Edward H. Rosenthal, Esq.**
Frankfurt Kurnit Klein & Selz, P.C.
New York City

**10:05 – 10:20 a.m.**
**Refreshment Break**

**10:20 – 11:10 a.m.**
**Bequeathing the Right of Publicity**
Is there Life After Death? An exploration of the post-mortem right of publicity, using the infamous Marilyn Monroe cases as a guide, and an examination of available safeguards against infringement in states (such as New York) where the right of publicity is not descendible.

*Speaker:*
**Linda J. Wank, Esq.**
Frankfurt Kurnit Klein & Selz, P.C.
New York City

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**11:10 – 12:00 p.m.** **Valuing the Right of Publicity**
Worth More Dead than Alive? An analysis of the methodologies that can establish real market value of pre- and post-mortem rights of publicity and other valuable "Proprietary Rights," using actual case studies of well-known estates, including Marlon Brando, Dr. Seuss, Robert Rauschenberg and Audrey Hepburn as well as two landmark non-estate cases involving Jesse Ventura and Woody Allen.

*Speaker:* **Weston Anson**
Chairman
CONSOR Intellectual Asset Management
La Jolla, CA

**12:00 p.m.** **Program Concludes**

**12:00 – 12:45 p.m.** **Reception -** Grand Ballroom Foyer, 3rd Floor

**12:45 – 2:30 p.m.** **Luncheon -** Grand Ballroom East, 3rd Floor
***Keynote Speaker: Hon. A. Gail Prudenti, Chief Administrative Judge of the State of New York***

**6:00 – 8:00 p.m.** **Cocktail Reception Sponsored by Doyle New York**
To be held at The Colony Club
564 Park Avenue
(Corner of 62nd Street)

DOYLE NEW YORK

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**Pursuant to ARTICLE IV, section 1 of the Section's bylaws, the Nominating Committee unanimously recommends for election at the Section's Annual Meeting, the following Executive Committee nominees (* indicates nominee standing for election):**

**OFFICERS:**
**CHAIRPERSON**
Carl T. Baker, Glens Falls
**CHAIRPERSON-ELECT**
Ronald J. Weiss, New York City*
**SECRETARY**
Marion Hancock Fish, Syracuse*
**TREASURER**
Magdalan Gaynor, White Plains*

**DISTRICT REPRESENTATIVES:**
**FIRST DISTRICT**
Natalia Murphy, New York City*
**SECOND DISTRICT**
Marilyn Ordover, New York City
**THIRD DISTRICT**
Stacy L. Pettit, Albany*
**FOURTH DISTRICT**
Cristine Cioffi, Niskayuna*
**FIFTH DISTRICT**
Ami S. Longstreet, Syracuse
**SIXTH DISTRICT**
Hon. Eugene E. Peckham, Binghamton
**SEVENTH DISTRICT**
Barbara R. James, Pittsford*
**EIGHTH DISTRICT**
Victoria L. D'Angelo, Clarence*
**NINTH DISTRICT**
Elana L. Danzer, New York City*
**TENTH DISTRICT**
Joseph T. La Ferlita, Uniondale*
**ELEVENTH DISTRICT**
Mindy J. Trepel, Rego Park*
**TWELFTH DISTRICT**
Carl Lucas, Bronx*
**THIRTEENTH DISTRICT**
Paul S. Forster, Staten Island

**MEMBERS-AT-LARGE:**
Darcy M. Katris, New York City
Cormac McEnery, Bronx
Eric W. Penzer, Uniondale
Martin A. Schwab, Syracuse

**Respectfully submitted,**
**NOMINATING COMMITTEE**
Ilene S. Cooper, Uniondale
Gary B. Freidman, New York City
Elizabeth A. Hartnett, Syracuse

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**Accommodations for Persons with Disabilities:** NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Adriana Favreau at 518-487-5630.

For overnight room accommodations, please call the Hilton New York at 1-800-445-8667 and identify yourself as a member of the New York State Bar Association. Room rates are $239.00 for single/double occupancy. You also can reserve your overnight room on the web at www.nysba.org/13accomm.

For questions about this specific program, please contact Adriana Favreau at 518-487-5630. **For registration questions only, please call 518-487-5621. Fax registration form to 518-463-5993.**

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