

---

## Free Seminar on Trademark, Copyright and IP Essentials, Online Reputation Management

*Press Release*

---

May 19, 2011  
Cherry Hill, NJ

Your company name, your slogan and the goodwill of your customers are critical to elevating your bottom line. For most businesses, the Internet has helped improve the visibility of a company brand and its products, and can boost sales and revenue. However, increasingly, the internet has created legal challenges for business owners seeking to protect these valuable assets.

The next installment of the “Legally Speaking” program, a free seminar series sponsored by the Burlington County College High Technology Small Business Incubator, the Rutgers-Camden Business Incubator and the Rutgers-Camden Small Business Development Center, will be held on June 8, and concerns the basics of intellectual property for business owners. The workshop first examines how to protect and capitalize on your company’s intellectual property, like brand name and customer goodwill, and discusses useful tips on protecting and enforcing your rights as a business owner.

The second portion of the seminar covers matters of online reputation management, how to deal with online copyright and trademark infringement, defamation and gripe sites, unflattering or untrue postings on social media sites, and much more. The workshop is presented by Jordan A. LaVine and Alexis K. Arena.

For more information or to register, [click here](#).

***When:*** *Wednesday, June 8, 2011, at 8:00 a.m. Program 8:30 – 10:00 a.m.*

***Where:*** *Richard J. Flaster Conference Center, 1810 Chapel Avenue West, Cherry Hill, NJ 08002*

***Jordan LaVine*** is head of the Trademark and Copyright section of the Intellectual Property group. He is the only attorney in our region to be ranked on the prestigious Trademark Insider’s “Top 50” list for the past several consecutive years. He handles matters involving trademarks, trade dress, product configuration, unfair competition, trade secrets, copyrights, false advertising and internet-related intellectual property issues.

***Alexis Arena*** is an attorney in the Intellectual Property and Litigation groups focusing her practice on online trademark enforcement and internet disputes. She was named a 2010 Pennsylvania Rising Star by the publishers of Pennsylvania Super Lawyers. She advises clients on protecting and enforcing intellectual property rights online, including the resolution of domain name disputes and matters concerning e-commerce, online speech and conduct, and related intellectual property issues.

*Continued*

---

**ATTORNEYS MENTIONED**

Jordan LaVine