

# CONFERENCE REGISTRATION FORM

The Conference will be held on November 27, 2007, at  
Touro College Graduate School of Business  
65 Broadway, New York, NY 10006

**Fees:** The cost of the Conference is \$95.00, which includes materials, refreshments and CLE credit. Make checks payable to: TOURO LAW CENTER.

**Financial Hardship Policy:** For information on need-based scholarships, payment plans or volunteer service in lieu of tuition, please call 631-761-7005.

**To register online,** go to [www.tourolaw.edu](http://www.tourolaw.edu). You may also fax your registration form, with your credit card information, to 631-761-7009.

**To register by mail,** send your registration form, with a check or credit card information, to:

TOURO LAW CENTER  
Department of Continuing Legal Education  
When Spam Isn't Spam  
225 Eastview Drive, Central Islip, New York 11722

If you have questions, call us at 631-761-7005 or e-mail us at [bhakimi@tourolaw.edu](mailto:bhakimi@tourolaw.edu)

**Meals:** Glatt Kosher dietary rules are observed.

**Refund Policy:** All cancellations must be received in writing. Cancellations received by November 13 will be refunded in full less a \$30.00 processing fee. No refunds will be given for cancellations received after November 13, 2007.

**Disability Assistance:** If you require assistance related to a disability, please let us know, preferably in writing, as soon as possible prior to the Conference.

Speakers and topics are subject to change without notice. Touro Law Center is not liable for errors or omissions in the publicity information. Touro Law Center has been certified by the NYS Continuing Legal Education Board as an accredited provider of continuing legal education.

## ----- Cut and Return -----

*When Spam Isn't Spam: An Unfiltered Look at Self-Regulation and the Law Behind E-mail*

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Touro Law Center  
225 Eastview Drive  
Central Islip, NY 11722



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NYC CONFERENCE

A half-day conference in New York City

# WHEN SPAM ISN'T SPAM:

An Unfiltered Look  
at Self-Regulation and  
the Law Behind E-mail

Presented by the  
Touro College  
Jacob D. Fuchsberg Law Center

Tuesday,  
November 27, 2007

LOCATION:  
Touro College  
Graduate School of Business  
65 Broadway  
New York, NY 10006

**Keynote Speaker:**  
David J. Farber,  
Distinguished  
Career Professor  
of Computer  
Science and  
Public Policy,  
Carnegie Mellon  
University



## PROGRAM DESCRIPTION

E-mail is an invaluable personal and business communications tool. At the same time, the explosion of unsolicited bulk e-mail (otherwise known as spam) threatens to make e-mail unusable. In today's world, senders and recipients alike are often unsure of their rights, obligations and the law surrounding e-mail.

This half-day conference seeks to educate professionals about the laws and rules surrounding e-mail and spam, including;

- Marketing via e-mail without spamming,
- what to do if your e-mail is blocked,
- protecting your users and customers from spam, and
- why being legal is not enough.

The Institute for Business, Law and Technology at Touro Law Center developed this conference to bring together world-renowned experts on law, policy and technology to share ideas and information with executives, technologists and attorneys highlighting the best practices and most current legal and technical responses to spam. The keynote address will be delivered by Professor David Farber of Carnegie Mellon, internationally respected technology policy expert and publisher of the Interesting People e-mail list.

Attorneys may receive up to 3 hours of New York CLE credits including 1 hour of ethics credit for the conference sessions.  
(Transitional or Non-Transitional)

### DIRECTIONS 65 Broadway New York, NY 10006

#### Directions by Subway:

Take the 2, 3, 4 or 5 Train.  
Get off at Wall Street.  
It is a one block walk.

Take the 1, W or R Train.  
Get off at Rector Street.  
It is a one block walk.

Take the J, M, or Z Train.  
Get off at Broad Street.  
It is a two block walk.



## TUESDAY, NOVEMBER 27, 2007

TIME	EVENT	SPEAKER
8:30 a.m. - 9:15 a.m.	<b>Registration and Coffee/Pastries</b>	
9:15 a.m. - 9:30 a.m.	<b>Conference Welcome</b>	Professor Jonathan I. Ezor, Assistant Professor of Law and Technology, Touro Law Center (Central Islip, NY)  Director, Touro Institute for Business, Law and Technology
9:30 a.m. - 10:15 a.m.	<b>Keynote Address</b>	Professor David Farber, Distinguished Career Professor of Computer Science and Public Policy, Carnegie Mellon University (Pittsburgh, PA)
<b>10:30 a.m. - 11:20 a.m. SESSION ONE</b>		
	Convenience With Compliance: Ensuring Good Information Practices For Corporate E-mail  CAN-SPAM, the EU and Beyond: Current Law and Enforcement Regarding E-mail Marketing*  The ISP Perspective: Helping Consumers Fight Spam	Matt Leonard, CIPP, Privacy and Strategic Marketing Executive and Fellow, Ponemon Institute (North Traverse City, MI)  Adam Z. Solomon, Esq., Associate, The Lustigman Firm (New York, NY)  Brett Glass, Computer Journalist and Founder, Lariat.net (Laramie, WY)
<b>11:30 a.m. - 12:20 p.m. SESSION TWO</b>		
	E-mail Deliverability: Maximizing the Chance Your Message Will Get Through  Anti-Spam and Anti-Block List Lawsuits: Past and Future*	Matt Blumberg, CEO, Return Path (New York, NY)  Andrew H. Lupu, Esq., Adjunct Professor, Touro Law Center (Central Islip, NY)
<b>12:30 p.m. - 1:20 p.m. SESSION THREE</b>		
	E-mail Ethics: Rules and Best Practices for Attorney Use of E-mail and the Internet **	Professor Jonathan I. Ezor

\* 1 hour of New York Professional Practice CLE credit available

\*\* 1 hour of New York Ethics CLE credit available

Touro College Jacob D. Fuchsberg Law Center is an accredited provider of continuing legal education in the state of New York.

**NOTE:** NYS CLE accredited provider status continues while renewal is pending. Application for renewal has been timely filed.