***PROTECTING THE CREATIVE SPIRIT:* YOUR LEGAL RIGHTS AND THE ART YOU CREATE**

8:30-9:00- REGISTRATION

9:00-9:45 INTRODUCTION

Protecting Your Creativity on Social Media: the role of copyright and trade-

mark

Dr. Kimberly A.W. Peaslee Ph.D. Upton and Hatfield

Dr. Catherine Bigley McGovern Ed.D. JD LLM Adjunct Professor

UConn School of law

9:45-10:00 NETWORKING

10:00-10:45 Making Art for Others: the role of commissioning and consignments

Sarah Chafee McGowan Fine Art Gallery, Concord, New Hampshire

Professor Peter J. McGovern Ed.D JD LLM (Equivalent) Adjunct Professor

UConn School of Law

10:45-11:00 NETWORKING

11:00-11:45 Let’s Start a Gallery: which business plan is the best “fit” for you?

Amanda L. Nelson Esq. Artium Amore

12:00-1:00 Getting to know you. Lunching with “new friends”…informal conversation

and food

1:00-1:45 Yes, you do have an “estate”. Now protect it!

Amanda L. Nelson, Esq. Artium Amore

1:45-2:00 NETWORKING

2:00-2:45 Learning to “sell” your art: what a licensing agent can do for you.

Linda L. Gerson The Intermarketing Group

2:45-3:00 Final chance to network. Exchange of business cards.

3:00-3:45 Let’s talk! The role of alternative dispute resolution in addressing artistic

issues.

Professor Peter J. McGovern

Dr. Catherine Bigley McGovern

***Final remarks: Happy Creating: Keep the Spirit ALIVE!***