

Ramsey And Spainhour Present "legal Beat: Using Music In Business And Publishing On The Internet"

January 28, 2010

Brooks Pierce attorneys Coe Ramsey and Elizabeth Spainhour presented "The Legal Beat: Using Music in Business and Publishing Content to the Internet" on January 28 at 3:00 pm at the Greensboro Public Library.

Coe provided attendees an introduction to music law and issues that arise when businesses use music in their operations. What kinds of licenses do businesses need to play music? What licenses are required to use music on websites? How can you tell if a song is in the public domain? What is a "fair use" of music?

Elizabeth, a UNC School of Journalism and Mass Communication professor addressed issues that arise when you or your clients publish on the Internet via websites, blogs, or online social networks. The session provided an introduction to defamation and privacy matters as well as copyright law and the Federal Trade Commission's new guidelines concerning endorsements in advertising, including endorsements made by bloggers on their blogs. What are the potential liabilities if you publish content on the Internet? And what disclosures do you need to make if you endorse products or services online?