



SILICON VALLEY CHAPTER

SPEAKER

Joel Riff

Partner, GCA Law Partners LLP

“CAN-SPAM:

Strategies for Complying with the New Federal Anti-Spam Law”

This program will begin with a brief overview of CAN-SPAM, which has been in effect since January 1, 2004. You will learn that CAN-SPAM is really two sets of laws: one prohibits deceptive and misleading commercial email and includes criminal penalties for violators. The other law sets forth minimal requirements for most commercial email and provides for substantial civil damages for non-compliance. Joel’s presentation will focus on the latter set of laws, describe what companies should be immediately doing to comply with them, detail the risks of non-compliance, discuss the issues that companies should consider when "renting" (i.e., licensing) third-party email lists and list the gaps in the statute that the FTC will fill. Several examples of compliant, non-compliant, and entirely unregulated emails will be reviewed, including some “borderline” emails.

DATE

Wednesday, September 29, 2004

11:30 – 1:00: Lunch + 12:30 – 1:30: Speaker

2004-2005 Official
LES-SVC.ORG
Website Legal Firm
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LOCATION

Cooley Godward LLP

3175 Hanover Street, Palo Alto, CA 94306 (650) 843-5000

(Please see the next page for driving directions)

COST

Luncheon & program: \$ 35.00 Paid Pre-registration by Sept. 24th
Luncheon & program: \$ 40.00 Paid after Sept. 24th

Please let me know if you have any special dietary requirements.

*The Licensing Executives Society (USA and Canada), Inc. is a State Bar of California approved MCLE provider.
If you require MCLE credits, please sign attendance sheet at the door.*

REGISTRATION FORM : LES – SVC : September 29, 2004 Event

PLEASE TYPE OR PRINT LEGIBLY - - -

Name: _____ Title: _____
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Or charge to Visa , or MasterCard Cardholder: _____
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No refund of registration fees will be given after September 24, 2004.

By registering for this event, you agree that LES may maintain your name and employer information completed in the registration form, as necessary, for its activities including that LES may publish the information on its website and in a list of registrants available to LES members and to meeting attendees. Reproduction of the list of registrants is not authorized and its use for general mailings or similar purpose, including use as a general mailing list for invitation to functions at LES meetings not specifically authorized by the LES or as a general mailing list for business solicitations, is prohibited.

Mail to: Julie Alsing, LES Silicon Valley Chapter Coordinator, P. O. Box 21027, El Sobrante, CA 94820-1027
Charge & Fax to: Julie Alsing at (510) 669-1645, or contact Julie at: Phone: (510) 223-7810, Email: julie@alsing.net

LES – SVC : September 29, 2004 Event

Joel Riff – Speaker Biography

Joel Riff is a partner with GCA Law Partners LLP (www.gcalaw.com), a 20-partner law firm in Mountain View, California, which services technology companies of all kinds and sizes. He has been a Silicon Valley attorney for 17 years, representing multinational companies and joint ventures, startups, and individuals in technology transactions and ongoing commercial relationships of all kinds (including e-commerce agreements, license agreements, distribution agreements, development agreements, and publishing agreements) involving various types of products and services (including in the areas of software, hardware, semiconductors, telecommunications, life sciences, and online commerce). Prior to attending law school, Joel worked as a computer programmer on mainframe systems for five years and earned a Certificate in Data Processing.

Driving Directions to Cooley Godward LLP, 3175 Hanover Street, Palo Alto, CA 94306 (650) 843-5000

From San Francisco

- Take US-101 South to Embarcadero/Oregon Expressway.
- Take Oregon Expressway west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.)
- Continue west on Page Mill Road approximately 0.5 miles.
- Turn left on Hanover Street.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
- Enter the driveway and park to the right of the building near the main reception area.

OR

- Take I-280 South to Page Mill Road.
- At the bottom of the exit ramp, turn left onto Page Mill Road.
- Drive east about 2.3 miles to Hanover Street and turn right.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
- Enter the driveway and park to the right of the building near the main reception area.

From San Jose

- Take US-101 North to Embarcadero Road/Oregon Expressway.
- Take Oregon Expressway west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.)
- Continue west on Page Mill Road approximately 0.5 miles.
- Turn left on Hanover Street (the third traffic light).
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
- Enter the driveway and park to the right of the building near the main reception area.

OR

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